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10c A COPY



They've got those escalator sales

Twelve years ago, Sani-Flush was an idea. The inventor brought it to Advertising Headquarters for counsel. What was he to do with this promising infant?

A lot can happen in twelve years of anyone's time. Should we drop into ragtime in referring to this client, we might express it as follows: "They've got those escalator sales; they only go one way-up!"

Fact—each year has shown an appreciable increase in their volume. And also—each year has shown a proportionate increase in their advertising appropriation. Sani-Flush has paid its own way all the way-from infancy to lusty manhood.

Success—an outstanding success, based on a simple and sound copy policy: "Tell what it is and tell what it does." New copy? Yes, indeed—every year. New policy? No! Twelve years is long enough to prove the present one sound—very, very sound. And last month's statement from The Hygienic Products Co., of Canton, Ohio, shows that sales are still climbing.

AYER & SC

G HEADQUARTERS, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

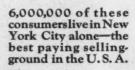
SAN FRANCISCO





The Woolworth Tower

~9,000,000 people or 1/2 the population of the U.S. live within the area visible from the Woolworth Tower



This city's big, responsive market offers you tremendous buying power, low distribution cost, and THREE-MILLION-A-DAY coverage through a SINGLE giant medium—

INTERBORQUEH Advertising

ARTEMAS WARD INC.

50 UNION SQUARE - NEW YORK



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203 PRINTERS' INK 96

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Vol. CXXVII

NEW YORK, MAY 15, 1924

No. 7

How Your Sales Managers Can Fill in the Valleys of July and August

Successful Plans of Manufacturers Who Are Stimulating Their Salesmen to Go After Summer Business—and Get It

By Ray Giles

IT is a business in which the summer slump has been for years accepted as a necessary evil. "People simply don't buy our kind of merchandise," has become the smilingly offered alibi. But one company is building up its summer volume through a very simple change in policy.

"We agree," says the president of that business, "that there is not the natural market for our product in summer which can be counted on in winter. We agree also that it is not worth while to spend huge sums of money to try and make our warm-weather business equal the cold-weather

volume. "At the same time we felt that it was not necessary to give up all hopes of improving this condition. Two years ago, an interesting idea was advanced by one of our directors. He found that most of our competitors, as well as ourselves, held their sales conventions or put forth their best efforts to stimulate the salesmen early in the fall. Their line of reasoning was transparent enough. Accepting summer as the dull season, they proposed to 'pep-up' the salesmen at the beginning of the most active selling period of the

"Our director suggested two steps, the first being to shift our sales convention from mid-September to early June. He proposed also to change the close of our fiscal year from January 1 to August 15. He reasoned that the salesmen should be given their greatest stimulation at the time of the year when they would be most tempted to let down, rather than at the time of the year when conditions were so favorable that extra stimulation was hardly necessary.

"In the case of the change in fiscal year, his reasoning was along somewhat similar lines. He felt that salesmen usually like, and can be made to desire to finish the year strong! Little effort was required to finish strong where the year ended in January. But real effort was required to make a fine showing at the close of a year which ended in August."

After joshing the director as somewhat of a schemer in his plan to jack-up a dull season without a cent of expense, the changes were made.

Two years have passed. Two summers have proved that previously accepted standards of sales were unnecessarily low. The director's ideas have proved sound, particularly in connection with a reallocation of the year's crop of messages to the salesmen. Such bulletins or letters of stimulation are now focused more sharply on the spring months and early summer.

This spring one of the interesting folders to be mailed to each salesman will deal entirely with summer obstacles and how to overcome them. Included in the folder is a collection of typical summer objections which the salesmen have to combat as they go from dealer to dealer. Effective answers follow. For example:

Objection: "No one is buying now."

Answer: "At least part of that is due to the fact that no one is trying to sell now. Even admitting that business in this line gets dull in summer, the fact remains that it doesn't vanish entirely. By keeping in mind the total volume of business done in this line right here in town you can make your own summer volume better than it normally is. Keep the goods in sight a little more than the other dealers and you will find that you will make sales oftener."

Objection: "Everybody's away on vacations. There's no use of

my buying now."

Answer: "The bulk of the vacations occur during the last two weeks of July and the first two weeks of August-only a fourweek period. Those four weeks come and go before you know it. And vacations do not interfere with actual consumption of goods. Food is eaten, clothes wear out, and other goods are used up just much during vacation through the rest of the year. This results in speeded-up buying both just before and just after vaca-Don't be caught napping with depleted stocks. And don't fail to remind your customers that you are ready with all that they may need, by frequent changes in your window displays,

Objection: "It's too hot to talk business."

Answer: "I guess you wouldn't say that to a customer who came in to buy a couple of hundred dollars' worth of goods, would you? Well, that's just the point. It's never too hot to talk about making money, and that's what I'm here for."

It seems, then, that house policies can help in getting summer business up onto higher levels. And often without any great added expense.

Perhaps this is the reason why the automobile companies have got into the habit of bringing out the coming year's models during the August of the year preceding. At least one manufacturer in quite a different line has reasoned that way and finds that summer business is stimulated by getting his new season's line before the buyer well ahead of other companies in his field.

The summer let-up may often be more acute in one territory than another. Take confectionery. There is quite a drop in sales when hot weather comes. Ice cream sodas and other soft drinks replace the chocolates to some extent. But the summer resort trade sprouts up, and strenuous exercise, particularly swimming, creates a hunger for energysupplying candy which is not felt back in the city by the business man who takes his exercise vicariously through watching a ball game.

In a case like this, or where somewhat similar reasons cause the slump to be greater in the South than in the North, some manufacturers find that a better summer volume can be maintained by concentrating the sales effort more on those territories where sales are most promising.

This can be done in two ways. One method is to hire a squadron of college men to act as a junior sales force. Possibly they may take over the summer resort trade. while the regular salesman keeps steadily hammering away at the year-round customers. In one case where the trade should be seen once a week, the summer men are used to call on the trade while the regular salesman is on his vacation. Under the old system four weeks' contact with the trade was commonly lost during the summer because of the dealer's vacation plus the salesman's vacation. That may be quite a factor in this matter of summer slump. Where a substitute salesman shows up during the regular salesman's vacation the dealer-cultivation does not suffer from so long an interruption. In some cases the dealer may say that he will wait until the regular man gets around again, but it is just as apt to work

The M Cann Company still serves eight of the ten clients it served in 1912, the year the company was established

THE H.K.M°CANN COMPANY

Advertising



the other way. For the "substitute" may catch the fancy of dealers who didn't cotton much to the other fellow, and thus new or additional business is secured which would not otherwise have

been obtained.

One of the greatest foes to good hot-weather sales is the common habit of setting quotas based upon advances over the previous summer's business. Any sales manager who really wants to fill in the valleys of July and August will do better to look up the total consumption of goods in his class during those months. Then set out to get a really sizable per-centage of that business. This summer a simple device will be used by one manufacturer to keep before his salesmen and his present customers the summer possiwhich have previously been overlooked. How? Why, all order blanks supplied to the salesmen will be surcharged in blue, "Get the Summer Business! The July and August consumption of our type of goods amounted last year to over \$10,000,000."

With that as a constant reminder the salesmen at least cannot feel quite so comfortable about turning

in excuses.

Other means of stimulating the salesmen may include:

(1) Prize Contests.

(2) Special Remuneration.

(3) Special Drives.(4) Special Dealer Develop-

(4) Special Dement Work.

Although he doesn't ordinarily believe in prize contests, a manufacturer having a number of branch houses puts one on every spring simply to stimulate summer business. Prizes of an appropriate nature are especially attractive—a travel bag or wardrobe trunk to take away on the vacation, vacation tickets for the salesman and his wife good for any point within 1,000 miles of his home, a high-grade camera. There is one prize for each of the branches. One year it was an extra week's vacation.

The prevalence of summer sports may establish the form which the contest takes. It may be patterned after a baseball game,

golf tournament, a yacht race, etc.

A drive for new customers may take several forms:

(1) Insistence upon a certain number of calls per week on dealers who are not customers.

(2) Prize for greatest number of new dealers secured during

each summer month.

(3) Prizes for biggest orders secured, or special remuneration for orders of predetermined size,

such as carloads.

If anyone is expected to be more full of "pep" than the trav-eling salesman, I don't know what his vocation may be. This "pep" may be hard to maintain during summer months. The boys are out Work is a lot in the hot streets. hard. Three square meals a day seem imperative-with plenty of meat, bread and coffee. Then Bill feels loggy and says it is the In reality it may be-and often is-the combination of too much heat and too many "eats." The solar furnace fires burn red with open drafts. The bodily furnace is well stoked with plenty of corn bread, rare beef and pie a la mode. Lots of cream in the coffee, too. The traveling salesman in real life hardly matches the wellupholstered "drummer" of fiction or the stage. But even at that the skinny chaps who sell are few and far between. And the temptation to eat is great.

At a sales convention held this spring, summer eating and hygiene was the subject of a lecture given by an outside authority. The chap who would do best during summer, it was pointed out, was the one who carried the least surplus weight. The talk included pointers from experts on the subject ranging from the medieval Luigi Cornaro to Lulu Hunt Peters, who penned "Diet and Health."

The salesmen were told what foods were best calculated to keep bodily temperature low and selling power high. They were urged to bathe daily. It was suggested that a short nap at midday would in some cases bring up the tides of energy for the afternoon's work. Frequent changes of underwear were advised.

(Continued on page 208)

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We have taken all the essential facts about Needlecraft Magazine, "boiled" them down to their essence, and put our story in chart form so it may be grasped in its entirety without ado.

One of America's best known advertising agents said: "Your charts present the clearest picture of the small town market and the media necessary to cover it that ever came to my notice."

These charts are not for general distribution but will be sent to any advertiser or agent who is genuinely interested.

Robert B. Johnston Advertising Manager New York



Member A. B. C.

JAMES A. ROBERTSON Western Manager Chicago

DORR & CORBETT New England Representatives Boston

What I Found Out about "Branded" Merchandise in a Coast to Coast Survey

A Composite Picture of the Average Retailer's Conversation on Advertised Merchandise

By Leon Allen

Sales Promotion Director, Van Raalte Company

THE bogeys that bother Wall Street are pigmies compared to the goblins which advertising men can scare up from time to time. Any after-dinner speaker or newspaper space filler can send chills, as cold as Greenland's mountains, running up and down their spines, if forsooth the said speaker or writer acts as if he lived on the other side of the fence.

This mental attitude has been particularly noticeable during these last few years of normalcy when selling goods has been a spade and shovel job rather than a fine art flowering to perfection in front offices with a line of

buvers outside.

Now I'm not so old but that I know the world does move, yet I've seen enough heavy smoke come from small fires not to get excited until at least the engines have begun to roll. Moreover, the months of contact with retailers between November, 1922, and January 1, 1924, had in no way made me change my belief expressed in Printers' Ink of that time*—namely that the textile field offered advertising its greatest opportunity and greatest responsibility.

I am employed by an organization, however, which believes in working from knowledge and not impressions, however vivid those impressions may be. So early in March, Ben Van Raalte, treasurer of the Van Raalte Company, and myself, started out to see if the smoke of the advertising battle was as strong where merchants lived as it seemed to be in the lobbies of our best New York hotels.

We made out a list of towns and cities which carried us from "where the West begins" to where it loses itself in the Pacific Ocean. We picked cities which would be representative of their locality:

Columbus, Ohio
Dayton, Ohio
Cincinnati, Ohio
Cincinnati, Ohio
Lindianapolis, Ind.
Noblesville, Ind.
Peoria, Ill.
Davenport, Iowa
Des Moines, Iowa
Omaha, Nebr.
St. Joseph, Mo.
Kansas City, Kans.
Wichita, Kans.
Hutchinson, Kans.
Denver, Colo.
Salt Lake City, Utah
Seattle, Wash.
Tacoma, Wash.
Portland, Oreg.
San Francisco, Calif.
Oakland, Calif.
Los Angeles, Calif.

We did not set out to prove anything or to sell anybody our ideas. We went to get dealer facts and dealer reaction to cur rent business policies.

Without any false modesty or pride in our own ability, we thought we made an ideal com-

bination to get facts.

On one hand was the hardheaded treasurer of a national institution founded in the days when advertising was primarily associated with pink pills—a man who believes that the first requirement of merchandise is that

*See following articles in PRINTERS' INK: "What Is the Opportunity in Hosiery?", page 41, July 12, 1923; "Silk—The Greatest Individual Field of Textile Advertising," page 53, Feb, 22, 1923; "The Retail Market for Textiles and the Operation of a Brand," page 89, Dec. 28, 1922; "Advertising Overcomes Geography as an Obstacle in Textile Distribution, page 142, Dec. 7, 1922; "Textile Industry's Wealth and Vast Extent," page 93, Nov. 23, 1922, and "Textiles—The Great Field of Advertising Opportunity," page 17, Nov. 9, 1922.

When the carpenter buys a new saw or the purchasing agent a new conveyor, they buy on the basis of proved quality and usefulness, not because they secure premiums or prizes.—PRINTERS' INK.

The Standard Union has built a Brooklyn circulation of over 79,000 without premiums, prizes or "stunts."

Our readers buy this newspaper without desire for booty or fear of retribution.

R. S. R. Shurestinan

LARGEST CIRCULATION OF ANY BROOKLYN NEWSPAPER

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in style, quality and value it must meet all legitimate competition.

On the other was a man steeped in a conviction that the retailer is the selective agency for his community, that he can successfully sell any worthy article he elects to sell, that he can do far more for the manufacturer than the manufacturer can do for him.

We visited every merchant in these cities who might in any way be considered as typical of his locality—men who bought generously from us and men who never crossed our doorsill. And we not only "visited" but we carefully checked stocks, window displays and advertising.

Then when we had visited over 100 stores in twenty-one cities and interviewed between 275 and 300 buyers, merchandise men and other store executives, we made this declaration to an inquiring renorter on the West Coast:

"In all the history of our institution, we have never seen a greater appreciation of the value of standard, advertised brand lines than in our five-week survey of the key cities of retailing America."

As the old darkey said, "Dem do be strong words." On what are they based?

Well, first of all there is the stock on the merchants' own shelves, speaking now of course for the kind of goods we manufacture—gloves, hosiery and silk underwear.

Hosiery stocks will perhaps give more truly a picture of actual feeling anent advertised and non-advertised goods because in silk and fabric gloves and silk underwear to all intents and purposes the unadvertised lines are non-existent. Also there is a bewildering array of mills turning out hosiery so that there is a better chance to really gauge the value of an advertised brand.

We found that without actually writing it down as a policy, merchants were featuring advertised lines in their regular stocks and if they purchased non-advertised brands to any extent, it was for selling from aisle tables as spe-

cials. Of course, due to present hosiery conditions lots of advertised brands were being featured at special prices, toe. But the point I want to make is that in regular stocks which are the real criterion of buying policy, advertised lines had the call almost universally.

Here and there we found merchants featuring private or semiprivate packings. These were the stores doing from \$5,000,000 to \$30,000,000 of business a year who have always gone in for the private label to a greater or lesser degree. Even these stores, however, were featuring "second lines" of standard goods on a tremendous scale, and their shelves were bare of brands that mean nothing to the public.

HOOVER'S PROGRAM IS GETTING UNDER WAY

There can be no doubt but that retailers are starting to cut down the number of lines carried. Mr. Hoover's standardization program is beginning to function. course, we found some good-size with from fifteen stores twenty-five brands of hosiery on their shelves. One store had twenty brands we knew and six we could not recognize. The average store though is settling down to from two to six brands and in the main these are brands which are sold to both the retailer and his customer through advertising.

We purposely stayed away from the question of advertising, leaving it to the merchant to bring the subject up to us as representatives of a standard, advertised, branded line.

In no case did any of the 300 buyers, merchandise men or other store executives object to our advertising. Any objections they had were based on what they considered faults in selling. They wanted to conserve the benefits of having an advertised line in stock.

A composite of their average conversation would be about as follows:

"We know the advantages of

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Vacation Time

Vacations with Youth's Companion families are not just the two weeks of the business man or woman.

A large part of June, July and August are spent out-of-doors-in the woods, by the lake, at the shore or at home by families where there are children.

There is tennis, golf, baseball, motoring and camping with all that goes with them.

Manufacturers of outdoor things find The Youth's Companion audience very responsive to advertising.

The Youth's Companion

FOR ALL THE FAMILY

Boston

New York

Chicago

having in our stocks goods bearing names which the public can recognize. We want the privilege, however, of determining the price at which we can sell them. We have definite items of overhead which compel us to get certain mark-ups.

"Two things prevent this. First the fixing of a retail selling price by the manufacturer without regard to varying costs of doing business and of transportation. Second, the sale of merchandise to small shops which either sell goods underprice unwillingly or else boldly use standard goods as bait.

"Give us protection by either omitting retail prices from advertising or fixing suggested prices on a fair mark-up basis. Also give us protection by not selling the merchant who trades on the known value of the branded line."

This was the only story in Noblesville, Ind., in Wichita, Kans.; in Denver, Colo.; in Seattle, Wash.; in Los Angeles, Calif., and in practically all the cities in between.

MERIT APPEARS WHEN AN ANALYSIS IS MADE

There is nothing in the above that will sound unreasonable to the maker of advertised goods or to his advertising agent who gets out and sees the trouble which gets spilled over the average city when the selling force neglects to follow through on the merchant's idea of what is right.

As salesmen, we have no prejudice against advertising to buck. These men who dominate the textile field are sold on advertising. They use it in their business. They know the favorable reaction which occurs when they can present an article which bears the name their customers recognize

as standard.

But, and in this they are doing just as we would do in their place, they will pass up this advantage, if to get it they must run the risk of having their stock automatically reduced in value by unfair competition.

To come back to our first simile, the lion between the manufacturer and the merchant is not advertising but selling. You cannot peddle advertised goods embracing elements of style, service, atmosphere, etc., as you would chewing gum or cigarettes.

Stores have to be selected in view of local conditions and prejudices and it is easier for a rich man to pass the pearly portals, however, than for a sales force consisting of more than two men and a boy to keep the situation sweet in a country as big and diversified as ours.

There is only one solution for the house which advertises, that is more Pullmans and less padded chairs for sales executives. You cannot find out from behind desks or glass partitions who among merchants is going to cause trouble in Kokomo, Indiana, or Cheyenne, Wyoming, and you cannot depend 100 per cent on your sales force's judgment. When men come to you with problems, as they were, you must know what Dallas, Texas, looks like as well as Detroit, Michigan.

Again I say that I stand today where I stood in writing my activities for PRINTERS' INK, of November 9, 1922, under the title, "Textiles—the Great Field of Advertising Opportunity."

Far from suffering an eclipse, advertised lines in the department and dry-goods stores are just entering into their own. The department will not only sell but co-operate in the selling of the advertised line, if we sell the merchant in advance as to the value of our product and our service, and if we do not give advertising as the one and only reason why he should buy.

Our problems as producers of our advertised line is to sell so that the dealer is not penalized when he recognizes the principle of standardization through identification and joins hands with us in advertising our goods in his community. If we sell correctly, our advertising will register every ounce of power we put behind it.

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Follow the Example Set by Your Retail Outlets

Local food advertisers, chain and independent, are using full copy

in The Buffalo TIMES, the majority exclusively.

All Food Stores, chain and independent, advertise in The Times.

Bi

E. T. Danahy Co.
Thrift Stores
A. & P. Tea Co.
Franklin Market
Mohican Co.
Main Central Market
Larkin Co.
Frank Lang
Van Dyke

The following, comprising over 300 stores, use the TIMES exclusively:

E. T. Danahy Co.
Thrift Stores
A. & P. Tea Co.
Franklin Market
Mohican Co.

The majority of local food advertisers today find it profitable to use The TIMES exclusively; national advertisers who use The TIMES fully endorse the local stores first newspaper choice.

Over 95,000 BUFFALO TIMES 100,000 Sunday

New York National Representatives Chicago
Detroit VERREE & CONKLIN, Inc. San Francisco

A Problem

tetail Outlet

MULTIPLY by one million the amount spent by one average family in a year for foodstuffs, footwear, jewelry, clothing, automobiles, housefurnishings, books, etc. This will give you a conservative estimate of what the SUNDAY CHICAGO HERALD AND EXAMINER reader audience spends each year in its business of living.

Chicago Herald

NEW YORK: 1819 Broadway

in Big Figures

National Advertisers who have been introduced to this audience through its preferred newspaper have found that it is composed of good people who live comfortably in good homes . . . and they agree that these readers are very desirable people to know.

You should meet them.

CIRCULATION IS POWER.
"Buy It by the Million"

and Examiner

SAN FRANCISCO: Monodnock Bldg

A Cold Fried Egg

a cold cup of coffee and yesterday's financial news? Not the sort of breakfast for an up-to-date investor.

In Chicago the growing legions of investors have learned to read today's financial news today—full and complete—in the "Final Edition" of The Chicago Daily News. They do not wait twelve hours for the same reports in the morning newspapers.

Logically they read the bond and investment advertising that appears in The Daily News at the same time—when their interest in such matters is most keen. They do not take their market and financial news with a cold fried egg next morning.

Realizing the value of thus effectively reaching Chicago's immense consumer market, financial advertisers place their selling messages in

CHICAGO DAILY NEWS

First in Chicago

The Revival of the Greatest "Hobby" Market

A Market Worth the Consideration of Many Manufacturers Not Only as an Added Sales Outlet, But Also as a Sales Laboratory

Special Washington Correspondence

B EFORE the war, the greatest of all "hobby" markets was carefully cultivated by scores of manufacturers, who found it a profitable field not only for the sale of goods, but also because of its favorable influence on other markets. During the war and after, this market languished, like many others; but for two or three years it has shown marked symptoms of revival, and there now appears to be no limit to its future development, a fact apparently that is not generally realized.

Last year this market absorbed millions of dollars' worth of building material, implements. household specialties, automobiles and trucks, and many other things, all of the finest quality. Its buyers are the gentlemen farmers of the country, men who have made or inherited their pile, and who have taken up the great game of farming, intent upon playing it to the limit, and both willing and able to pay the cost of the fun.

As an indication of the present growth of this market, not many months ago one of the experts of the Agricultural Department at Washington resigned his position to become an advisor to wealthy men regarding their purchase of farm properties, and according to the latest report he is doing all the business he can attend to. During the last few years several others have left the department to take up similar work, and recently J. Clyde Marquis, director of economic information, of the Bureau of Agricultural Economics, in a discussion of the subject, brought out some interesting phases and peculiarities of this market that are of special interest to adver-

"Manufacturers who are successfully selling the gentleman farmer," he said, "have found that this market cannot be sold by the methods that are profitable in other farm markets. As a rule, farming with the multimillionaire is a sporting proposition, a hobby, and when this is taken into consideration by the manufacturer who attempts to sell him, the merchandising is more successful than

it can be otherwise.

"From New York to California. and from Texas to Canada, the country is spotted with completely and magnificently equipped farms, large and small, that are owned by wealthy men and operated mainly as a diversion. Some of these farms are profitable investments, some pay their own way, while others Ost their owners substantial sums, occasionally running as high as \$100,000 a year or more. And usually the losses are looked upon by the multimillionaire owners in the way they consider the expenses of running yachts or private cars, and maintaining golf courses and other expensive playthings.

"Perhaps there are as many as 10,000 of these farms in the country, including those owned by business men. We never have been able to correctly estimate their number; but we know that it is large and that it is now growing again. They constitute an invaluable market for manufacturers in many lines; but because this market is the result of a hobby it must not be considered too lightly by the sales and adver-

tising managers.

"The value of these farms to the development of American agriculture is inestimable. Our gentleman farmers (and there are a few wealthy women farmers, too) have imported the world's finest thoroughbred horses, dairy cattle, swine and sheep, at a cost that was far beyond the reach of our practical farmers. They

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have been more than generous in selling their surplus fine stock to their farmer neighbors at reasonable prices, and have been the direct cause of raising breeding standards and of increasing the earnings of the average farm.

"They have also greatly encouraged the educational work of agricultural schools, both by frequent donations of money and by employing thousands of graduates of our agricultural colleges as managers, foresters and assistants. And now they constitute a market that is unique and of special value to the advertiser because it is a highly intelligent market, receptive to new ideas and methods; it is an interesting market because it is a source of new advertising phases and convincing copy, an influential market when its peculiarities are understood, and a profitable market because it absorbs large quantities of a variety of high-quality merchandise, with prices a secondary consideration.'

"In selling this market," Mr. Marquis continued, "it is essential to realize the difference between the attitude of the practical and that of the gentleman farmer in regard to new ideas and methods. As a general thing the practical farmer must be shown; he is unwilling to experiment and prefers to do things according to his training and experience. But the gentleman farmer is receptive to anything that is promising, and to his class we are indebted for the ready introduction of modern sanitary barn equipment, milking machines, cream separators, animal and plant inoculation, farm trucks and tractors, many new building materials, unit electric. light and power plants, and innumerable other things. After these innovations were tried out on the 'hobby' farms and found to be useful and then necessary, the practical farmers took them up.

"When the manufacturer finds that it is difficult and slow work to introduce his newest ideas to the general farm field, he can usually find immediate sales in the gentleman farmer market, if his

goods are right and if his selling methods are attractive. Furthermore, his products will be used by highly intelligent people, young men from the agricultural colleges, who are not bound by traditions and prejudices. For this reason, the manufacturer will find the co-operation of those on the 'hobby' farms valuable in the development of his product. will be reported on correctly by men who have had adequate training and who have the time to test out new things and correctly observe their action and results.

"In other words, manufacturers of implements, fertilizers, tractors and practically everything used on a large farm can find in this field a remarkable opportunity for intelligent experimentation. average gentleman farmer feels that the stock he raises must be blue ribbon winners; his crops must be the best produced in his State; his farm must be beautiful and his home complete, and he knows that it is just as advantageous for him to keep a jump ahead of the times on his farm as it is or was in his business.

"For the same reason, the field is a valuable source of copy ideas and appeals. The gentleman farmer will listen to theories; but the practical farmer demands facts, and for this reason I feel confident in stating many of the facts used in successfully advertising the cream separator to the general farm field were discovered and demonstrated in the dairies of the gentleman farmers of our Northern States. And the same can be said for the successful advertising of many other radically new devices, implements, materials and methods that have been merchandised in the general farm field during the last fifteen or twenty years.

"But care must be taken in presenting the facts, ascertained in this way, to the general farm field. As a rule, the majority of practical farmers have no sympathy with the effort of the wealthy man who takes up farming as a diversion. In the first place, the lling therused oung coltrathis find

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prel in ield. actiathy man verthe wealthy farmer usually pays his labor above the market rate, and he takes the best workers away from his practical neighbors, which arouses a great deal of resentment. Then, the 'hobby' farmers, quite naturally, make mistakes, and the practical men are prone to make much of such things and to belittle the entire system.

"Since there is considerable feeling of the kind, it does no good, and may do considerable harm, for the manufacturer to go to the general field with endorsements and testimonial letters from the wealthy class. This is one of the peculiarities of the market. It is best, so far as general selling is concerned, to place as much equipment as possible with gentlemen farmers, and say little or nothing to the general field about it. You may be sure that the practical farmers in every neigh-borhood of a 'hobby' farmer know the full details of the new propositions being tried out; but they take their time in adopting them, and in the meantime the fact that a wealthy farmer has bought a certain implement or device is about the worst possible selling argument to present to a practical prospect.

"So the influence of this market on the general farm market is a thing that cannot be promoted, as a rule; it must work itself out through the channels of talk and farmer criticism until prejudices are forgotten. Many merchandising failures, I believe, can be laid to this peculiarity. But the influence is direct and powerful within the market and in a similar field that uses many things in common with the gentleman farmers. I mean that market composed of the suburban estates of wealthy men, clustered about

all of our cities.
"Frequently, an enthusiastic letter of endorsement from a gentleman farmer can be made an effective advertising instrument in selling such things as power lawn mowers, sprinkler systems, sewage disposal systems, heating plants and many other devices

to the owners of suburban estates whose property is almost entirely in lawns and woods. And in both fields, letters of the kind, or the mere fact that goods are used on some celebrated estate or by some well-known gentleman farmer, proves to be excellently persuasive advertising material. But care must be exercised in separating this class of business from the other, and not misusing the advertising material in the general field in a way that will increase prejudice and stimulate unfavorable reaction."

Another closely related class, mentioned by Mr. Marquis, is composed of the large manufacturing and other concerns that own. and operate experimental farms. While the number of such farms is comparatively small, it is growing, and a typical proposition of the kind is the Sorosis Farms, at Marblehead, Mass., owned by the A. E. Little Company.

A beautifully illustrated booklet, advertising Sorosis Farms, has recently been circulated, which presents the story of the farms under discussion, and also gives an excellent idea of a movement that promises to become more general among large manufacturers.

This booklet stated that Sorosis Farms were established by the Little company in order that its hundreds of employees and executives might have provided for them at production costs a wide variety of farm products, including fresh vegetables, poultry and dairy products, lamb and pork, which are distributed through the Sorosis Co-operative Stores, located adjacent to the company's factories at Lynn, Mass.

"This purpose having been accomplished and maintained," the foreword of the booklet continues, "it soon became apparent that the farms could give an added and important service to New England agricultural industry. When the farms were stocked the finest blood obtainable was procured: pure breed Guernsey and Holstein cattle, full-blood Hamp-

shire, Shropshire, Cheviot and Leicester sheep, Jersey Red Duroc swine, all thoroughbred, and the purest strains of Brahmas, Leghorns, Plymouth Rocks and Rhode Island Red poultry. These soon attracted the attention of farmers, fanciers and breeders, and the practice was soon established at Sorosis Farms of supplying the offspring of blooded stock to buyers at practically breeding and raising costs. This enabled the farmers, at small expense, to introduce blood that in a short time raises his breed standards from 50 to 70 per cent."

Then the booklet illustrates the stock, "probably the most magnificent building in the world devoted exclusively to poultry," the barns, many other buildings, a great deal of equipment, and gives a graphic idea of the high quality of materials bought to maintain

the institution.

"We do not know the history of Sorosis Farms," Mr. Marquis said, "but a number of similar company farms began as hobbies of wealthy officials of the organizations. And many other properties of gentleman farmers, begun as diversions, eventually have been put to profitable and highly prac-

tical uses."

Typical of the latter is the enterprise established by the elder Pabst near Milwaukee, Wis., and now conducted by his son, Fred Pabst, who has developed it with the utilization of the cold storage and other facilities of the old Pabst Brewery into a successful cheese manufacturing business. This development was recently described in PRINTERS' INK.*

"Whether or not the properties of the gentleman farmers of the country are conducted profitably," he continued, "they constitute a market that offers not only large sales of the highest class of many manufactured products, but also intelligent and skilful aid in the

intelligent and skilful aid in the improvement of implements and devices, and the solving of selling and advertising problems. En-

* See PRINTERS' INK of January 24, 1924, page 25, "How Cheese Took the Place of Beer in Pahst Selling Plan."

couraged now by good roads, the radio and other modern developments, the back-to-the-farm movement on the part of wealthy men is increasing and is being established as a permanent and very important factor of our agricultural industry. The resultant growing market is worthy of special cultivation by manufacturers and advertisers, and we have reason to believe that it is not receiving the attention it deserves from the manufacturers of numerous products that could be used to advantage on the country's finest farms."

Advanced by Union Carbide and Carbon Corporation

R. J. Hoffman has been elected vicepresident of The Prest-O-Lite Company, Inc., of Indianapolis, manufacturer of Prest-O-Lite storage batteries, small tanks and acetylene gas. He joined The Linde Air Products Company in 1914, which with the Prest-O-Lite company is a subsidiary of the Union Carbide and Carbon Corporation. Since that time Mr. Hoffman has been actively engaged in the Linde and Prest-O-Lite interests of the corporation.

L. M. Moyer, who has been general sales manager of the Linde-Prest-O-Lite gas organization, has been elected vicepresident of The Linde Air Products Company.

Tractor Account for Williams & Cunnyngham

The Holt Manufacturing Company, Peoria, Ill., manufacturer of caterpillar tread tractors, has placed its advertising account with Williams & Cunnyngham, Inc., Chicago advertising agency. National magazines and trade publications will be used for this account.

Indianapolis "News" Advances Don Bridge

Don Bridge has been appointed manager of the merchandising and national advertising department of the Indianapolis News. He has been with the News for seven years and, during that time, he served as merchandising manager for five years.

Campaign Started on Grand Master Furniture

The McLagan Furniture Company, Ltd., Stratford, Ont., has started a compaign to advertise its Grand Master suites. Daily newspapers and business papers are being used. 1921

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Selling House Furnishings

Philadelphia

Just imagine what it would mean to you if the majority of the housekeepers in the half a million homes in Philadelphia and vicinity went to their favorite house-furnishing shop or department store

and asked for your product by name.

You may make a fine washing machine, or a safe stepladder, or a good ironing board, or a fine preserving kettle, or a clever kitchen cabinet, or an efficient stove or range, but what will it avail you if you know it but Mrs. Housewife does not?

Competition won't bother you if you educate the women of Philadelphia to know your product.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads-

PHILADELPHIA'S NEWSPAPER



Net paid circulation for six months ending March 31, 1924-

> 12,445 copies a day.

The circulation of The Philadelphia Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania and is one of the largest in the United States.

NEW YORK 814 Park-Lexington Building (46th & Park Ave.)

CHICAGO Verree & Conklin, Inc. 28 East Jackson Boulevard

DETROIT

C. L. Weaver Mortimer Bryans Verree & Conklin, Inc. 125 Pall Mall, S. W. 1 117 Lafayette Blvd.

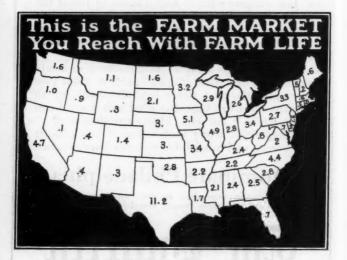
SAN FRANCISCO Harry J. Wittschen Verree & Conklin, Inc. 681 Market St.

LONDON

PARIS Ray A. Washburn 5 rue Lamartine (9)

(Copyright 1934-Bulletin Company)

If You Were ONE





This map shows the per cent by States of the 1923 crop values. Farm Life reaches every one of these State markets—over a million circulation—"truly National."

Farm Life

To Buy Just Farm Paper

Any National Advertiser, to reach the most buyers in ALL parts of the country, would choose the one publication with the most complete coverage. Reaching ALL markets means using Farm Life with its great, growing, over-a-million circulation, backed by an editorial policy to put you among friends in EVERY farm market. And if you use more than one publication—put on FARM LIFE and then see what you should add to work certain markets more intensively. But first see what FARM LIFE covers.

This is the seventh weekly invitation to investigate the big, growing value in Farm Life advertising. We'll gladly send you our Monthly Bulletin and any Farm Life representative will give you facts and figures.

FARM LIFE PUBLISHING CO.

Wm. M. Taylor, Advertising Manager, SPENCER, INDIANA

The James M. Riddle Co. Advertising Representatives
New York Chicago Detroit Atlanta St. Louis
Kansas City San Francisco

Farm Life

The Cost of New Business

Depends to a large extent on economical advertising. In Milwaukee, a single newspaper at one low rate reaches more than four out of every five families!

Northern Tissue Toilet Paper advertised exclusively in The Journal, increased sales 211% and dealer distribution 50% for the year 1923 in this market, according to the Northern Paper Mills. The advertising cost was lower than in other markets. Many similar successes in all lines are on record.

-Read by more Milwaukee and Wisconsin people than any other publication in the world-over a half million of them daily.

Journal FIRST- by Merit

Caveat Vendor!

Consider the Court's Decision in the Fenton Murder

By Percy Waxman

HAT certainly was a queer THAT certainly was Martindale, wasn't it! Of course you know the one I mean? The Fenton murder. Do you mean to say vou've never even heard of it? Not heard of the murder of Alexander M. Fenton by that wonderful old lady, Eliza Pilkington -eighty-three years of age? Why, the whole county's been ringing with the trial for weeks. And how that frail little gentlewoman had the strength to lift the 300pound boulder that crushed the man is still a mystery! And would you believe it-there were several people-yes, several-who complained that Judge Gilsch was too lenient in letting her off with a second-class Carnegie Medal and \$1,000 a year life pension!

Personally, I thought the verdict about right, as, after all, the Fenton man was known to have lived a pretty decent life until he got his job with the Rosebloom Fertilizer Company. That began his downward career. The whole sordid story came out at the trial.

It seems that Fenton had been house-to-house salesman this non-advertised product, Rosebloom-the Fertilizer for Fertile Flowers-and on the night that justice overtook him, had called on Mrs. Pilkington just as she was cooking her supper, and had tried to sell her a five-pound bag. You know the usual line of patter these house-to-house gents indulge in; and the time they take up when once they get their big toe in the doorway. Well, this man Fenton kept that dear little, courteous soul listening so long to his selling talk on the merits of Rosebloom Fertilizer that when she, at last, had time for a word suddenly smelt something burning.

Of course it was her ruined

supper!

All her housewifely instincts were completely outraged, and with a remarkable suppression of her real feelings she asked the man to wait while she got her purse. Thinking that an order was forthcoming, the man waited, when, no doubt to his surprise. Mrs. Pilkington, from an upper window, bounced the 300-pound boulder on his cranium and the deed was done!

This, briefly, is the story the old lady told in Court and at its conclusion Judge Gilsch had great difficulty in stopping the cheering when Mrs. Pilkington gave the real reason for her heroic conduct.

It is certainly high time that someone had enough strength of mind to come forward and rid the community of this intrusive nuisance! And isn't it strange how often it happens that a member of the gentler sex will step into the breach and perform a deed of heroism that no man will have the courage to undertake? Someone had to stop their little game, for the number of men, women and children now making daily selling calls on the unfortunate suburbanite, if placed end to end. should stretch from here to Sing Sing!

Take my own home in Brnxv-ll- as a sample. In one day,
recently, four middle-aged truckdrivers, working their way through
a correspondence school (so they
said), sold my wife a set of leakless faucets, a four-pound can of
eggless custard powders, a collapsible reducing belt and the Life
of Addison Sims in eight volumes.
Our doorbell is permanently disabled through violent misuse at
the hands of troops of brachycephalous Levantine ladies who
have lace to dispose of that was
—sssh!—smuggled in, piecemeal,
from Smyrna in fig boxes and
reassembled in a Paterson garage

reassembled in a Paterson garage.

If all the refugees from Russia,
Central Europe and Anatolia, who
have called at my house trying
to sell unbranded sweatshop prod-

ucts, would only unite and form a third party they could elect their own man as Mayor of New York

at any moment.

Usually they have a nice social habit of choosing the evening dinner hour for their calls. they know, the master of the house is sure to be in. Can you picture me—seated at my own table, just about to experiment with some appetizing form of daily nutriment, when the maid (if we have one that week) comes in to tell me that Mr. Evans wishes to see me on a personal matter. Every man in the world has at acquaintance named least one Evans, so out I dash, expecting to see either Pete Evans of Whitaker Agency, of St. Louis, or old Gil Evans, of Brannerman, Incorporated. What I really see is a swarthy individual, in basement-bargain apparel, ready to sell me a quarter-share in an oil well in Wakenda, Mo., a new frictionless valve grinder or some patent mouse eradicator.

Just the other evening when I was telling little Horace (my wife's nephew who was with us for the third consecutive weekend) a bed-time story, I was informed that a man, who hadn't given his name, was in the library waiting to see me. Now, as a matter of fact, I had just been put on a committee that week in connection with the annual spring pageant we were about to present, and I naturally thought that someone was calling to consult me about 'period armor, medieval drapery or something. Imagine my surprise when my visitor turned out to be an utter stranger with a moist, sandy moustache and raisin eyes. Before I had even time to say, "To what must I at-tribute the honor of this call?"

he began himself:

"Mr. Mears suggested my call-

ing upon you and he-

"Mears?" I echoed with considerable hauteur, "Senator Mears, do you mean?" I asked crushingly. "Well, I don't know if he's a Senator or not," said the man, "but, anyhow, he thought you might be interested in my line." "Your line?" I cried.

"Yes," said the intruder, looking around carefully. "You see I'm assistant steward on the S.S. Cornucopia and each trip I bring

"Pardon me." I interrupted "but I'm not interested in genuine English suit-lengths, golf stockings, Orkney sweaters, first editions of Chatterton, antique footstools, topiary samples, Whistler etchings or Scottish leather goods. And you will oblige me by instantly taking yourself out of my house and permit me to continue my dinner."

That rather settled the fellow. and without another word he was Would you believe it-it wasn't until the following Thursday that I met Sam Mears, when to my utter astonishment he said:

"Well, did you get any?" "Any what?" I asked. "Any of the stuff that that chap

from the Cornucopia had?' Cornucopia? peated, thoroughly mystified,

"Yes," said Sam, "I sent him to ou. He had a line of Scotch that I thought you'd be interested

"Scotch?" I exclaimed. "Why, I thought he was one of these house-to-house insects trying to sell me ribbons or something! A bootlegger? Dear me!"

Thus you see how difficult it is determine just who your chance callers really are these

On other occasions I have been disturbed by callow youths taking orders for Folding Mah Jongg sets, Monogrammed Gas Lighters, and Spare Tires for Scooters. So many young men and women seem to be engaged in peripatetic occupations that I rather think those publications devoted to "life in the great open spaces" may be to

Then again, take my mother-inlaw. Before her daughter's marriage, she used to live in a large Mid-Western city-in her own home, too. She has often let me know that there was a handsome blue enamel sign with white lettering just over the service entrance stating that babies, peddlers, and book agents were entirely forbidsee S.S.

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The George L.Dyer Company

42 Broadway, New York 76 W. Monroe St., Chicago The Planters' Bldg., St. Louis



Newspaper and Magazine Advertising

Publicity and
Merchandising Counsel

Ma

den, and that never once was she pestered by even one self-starting visitor trying to thrust so much as a jar of face cream upon her. But now since she has come to live with us. Dio mio! Hardly a day passes, she tells me, that she doesn't get a sudden summons to the front meet some perfect door to stranger with a baby-grand suitcase filled with vendibles. wife, too, has complained that she is kept so busy running to answer the bell that she often has a hard time getting either her morning or afternoon nap.

This sort of intrusion is one of the penalties one pays for living in the country on account of the children. The city flat-dweller, along with his hot-water, heat, and garbage service free, has the additional blessing of a janitor who thoroughly discourages peddlers and other nuisances. It is only the unfortunate denizen of the hinterland who has these unwelcome sales visitations thrust

upon him.

Of course, the real harm these 1924 merchandising gypsies do is to interfere with the legitimate business that householders expect There to come to their doors. several direct-to-the-home campaigns that are widely advertised and with which the buying public is well acquainted. Representatives of these nationallyproducts are eagerly looked for in thousands of homes, particularly as their advertising states that no other means of procuring these articles is possible than at one's own door.

Extensive advertising has made us acquainted with such articles as Fuller Brushes, Real Silk Hosiery, certain electric appliances and other commodities which are sold by personal call. Manufacturers of these articles share with the unhappy householder the depredations of the wandering vendor of Glutenoid Collar Buttons, Noiseless Coat Hangers, and Bridge Souvenirs.

Put yourself in their position. How would you like to pay for national advertising in order to introduce your salesmen to householders, guarantee the quality of your product, inspire confidence in your brand, and then when you had succeeded in paving the way for your representatives to call, have some smart Aleck, cashing in on your advertising, come along and sell something "just as good"? Wouldn't you feel an instantaneous urge to perform a deed similar to Mrs. Pilkington's?

Nobody objects to the legitimate house-to-house salesman. It is, of course, the mendicant type of itinerant intruders that raises the wrath of the poor suburbanite. They attempt to take advantage of the legitimate house-to-house selling plans of numerous trademarked, guaranteed and advertised goods by offering similar lines to the unwary householder in the hope that she won't know the difference. And in this easy land of Silk and Money they, too, frequently, get away with it.

Offers Trial Packages for Home Test of Post Toasties

In large space advertisements in periodicals the Postum Cereal Company, Inc., Battle Creek, Mich., is offering to distribute test packages of Post Toasties so that consumers may test their crispness. The advertising, which is addressed to the housewife, informs her that the company has conducted scientific demonstrations on the lasting crispness of Post Toasties. She is urged to make this test herself. For this purpose a coupon is attached which, when mailed, will bring a test package of Post Toasties to her home.

Paul Warwick with Eastman, Scott Agency

Paul Warwick has joined the copy department of Eastman, Scott & Company, Atlanta advertising agency. He was formerly assistant manager of the public relations department of the Georgia Railway & Power Company, More recently he has been with the editorial staff of the Atlanta Constitution.

Philadelphia Office for Wm. H. Rankin

The Wm. H. Rankin Company, Inc., advertising agency, has opened an office at Philadelphia. This office will be under the management of A. Paul Lefton, formerly manager of the mailorder department of Strawbridge & Clothier, Philadelphia.

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Ask

The Richardson Company

(or any one of a number of other concerns)

Why

they are using The News in Indianapolis instead of a Sunday paper as in other cities. They know.

Unless you have actually lived in Indianapolis and have seen The Indianapolis News and the other Indianapolis papers through Indiana eyesyou have nothing in your experience to indicate the true newspaper situation here. It is different from that of every other city. The News has the largest circulation in Indiana. It has all the advantages which most newspapers in other cities must divide with another strong contemporary. The Indianapolis News, for example, carries many highly successful national accounts that run exclusively in Sunday papers everywhere else. Results! Ask The Richardson Company.

The Indianapolis News

FRANK T. CARROLL, Advertising Manager

New York Office Dan A. Carroll 110 East 42nd St.

Chicago Office J. E. Lutz The Tower Bldg.

No"magic"about

There is an interesting cabinet at the Sun Office. That cabinet, though, isn't the kind the magicians use. It is the cabinet in which is kept the list of the Sun Carrier System. By looking into the indexed drawers of that cabinet we know the homes where the Sunpaper goes. No waving of the magic wand--every name and address is down in black and white.

¶ What's more, we don't have to worry about our

1921

Sun circulation

carriers "delivering the goods." We know they are faithful because every one is a responsible business man whose route is his "bread and butter."

¶ Sun home carrier delivery circulation explains why splendid results are no mystery to Sunpaper advertisers.

April Average Net Paid Circulation:

Daily (M & E) 248,612

Sunday - - - 178,585

A Gain of 10,139 Daily and 9,761 Sunday over April, 1923

Everything in Baltimore Revolves Around

THE

SUN

MORNING

EVENING

SUNDA

JOHN B. WOODWARD

Bowery Bank Bldg., 110 E. 42nd St., New York 360 N. Michigan Ave., Chicago

BALTIMOREANS DON'T SAY "NEWSPAPER"

—THEY SAY "SUNPAPER"

all

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Denver-the mile high city

Financial advertisers find that Stock and Bond buyers are more easily "sold" thru advertisements placed in



(Denver's only morning paper—every morning of the year)

THE DENVER TIMES

(An evening paper of quality—every evening except Sunday)

The zealously maintained reliability of the news and editorial columns of these papers and their carefully edited Financial and Market pages, command the attention and confidence of all classes of readers in addition to being the favorites of Bankers and Financial men of Denver—the market and financial center of the Rocky Mountain West.

CheShaffer Group

CHICAGO EVENING POST INDIANAPOLIS STAR ROCKY MOUNTAIN NEWS DENVER TIMES MUNCIE STAR TERREHAUTE STAR

QUALITY PUBLICATION

REPRESENTATIVES

VERREE & CONKLIN, Inc.

300 Madison Avenue, New York City Steger Building, Chicago, Ill.

Free Press Building Detroit, Mich.

R. J. BIDWELL CO.

742 Market Street, San Francisco, Cal. Times Building, Los Angeles, Cal.

What Should It Cost You to Sell by Mail?

Montgomery Ward & Co. Finds It Less Than Eight Per Cent-A Jewelry Manufacturer under Two Per Cent-What Is Your Experience?

By Ralph K. Wadsworth

In New York a certain dress manufacturer dismissed his sales force, got out a catalogue and straightaway started to do all his selling by mail. There were ups and downs at first, but now he is selling well over \$60,000 worth of garments a year and his selling cost is not over 5 per cent. He figures he is much better off now than before.

A mail-order house selling to the consumer thought it saw an opportunity to merchandise seving machines direct from magazine advertising and featured a \$32 model. The advertising was particularly effective and produced orders at the low cost of \$3 each.

It is facts like these that make many a manufacturer or retailer wonder whether he cannot as successfully develop sales by mail, or at least apply some combination of mail-order methods to his dealer campaigns. Often he can and usually very much to his advantage where the size of the order does not justify personal solicitation. Big orders justify per-sonal calls, but the big customer is the one the hardest hammered There is by his competitors. usually a host of small buyers not so intensively cultivated, whose business can be made to match or even over-shadow the big orders, provided they can be obtained without too great an expense. Selling by mail often points to the solution.

"What should it cost me to sell by mail?" is likely to be the first question you will ask yourself. The answer is not always an easy one, but the experience of others will afford you some guide.

As in everything else, it is a point on which one cannot generalize. Businesses differ and their mail-order selling problems differ with them. There is the manufacturer or retailer who wishes to sell direct to the consumer, and there is the manufacturer or jobber selling to retailers only. A jewelry manufacturer selling through the mail to jewelers has a different problem from a cream separator firm doing business with consumers.

THERE ARE TWO CLASSES OF MAIL-ORDER BUSINESSES

Practically all mail-order businesses can be put into two groups: Those selling to the consumer and those selling to the retailer. A further classification can be made: Those companies selling a product on which only a one-time sale is possible, and the others on which re-orders can be obtained. In the former classification might be a correspondence school in English, or a cream separator manufacturer. In either case a customer is not likely to send in a second order.

As a rule, such one-time mailorder propositions to the con-sumer must rely entirely upon publication advertising through which to secure business. You endeavor to secure orders direct from the advertisement or inquiries for your literature from which you expect to make your The cost of orders secured in this way naturally varies with the selling price of the item, the terms offered, and whether the appeal is a broad one. Because his market is a broad one, a shoe manufacturer might profitably use a wide list of publications. A case in the opposite extreme is that of a manufacturer of tombstones who has found it profitable to sell direct from mail-order advertisements but only in a very limited number of publications.

In the East is a correspondence school offering to put people into

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a business that has a very limited field, one that appeals only to the wealthy classes. The course sells for \$30 and the cost per pupil enrolled is \$10. This is rather high and other correspondence schools with a wider appeal are able to secure business at a much lower cost

If you are selling by mail a line in which re-orders are possible, you have a somewhat different problem. You will undoubtedly resort to advertising for the purpose of building up a profitable mailing list, and then sell your goods from a catalogue or sales circulars. A house like Sears, Roebuck & Co., for example, sells everything in this way, from wall-paper to shoes and bathtubs. In your publication advertising you will probably try to sell direct from the advertisement as well as to invite inquiries.

COST OF SALES TO YOUR OWN CUSTOMERS

If yours is a line on which reorders are possible, it is on the orders from a properly built up list of regular customers that you will make your real profit. The will make your real profit. big mail-order companies are the outstanding examples of this. For example, at Montgomery Ward & Co., in one year the aver-age cost of sales for the entire house was a fraction under 7 per cent. As with the retail store your cost of selling by mail varies with your line of goods. As a rule the more staple the product, the wider the demand and the lower the selling cost. For groceries it is less than 5 per cent, while for men's clothing it is a little under 10 per cent. This does not necessarily mean a larger profit, as a competition in staples usually forces the gross profit down to a narrow margin.

Where the merchandise is not so staple, as in women's fashions, the selling cost is higher. The seasonable variation in women's styles is so great that no buyer or advertising man can safely repeat last season's best sellers; he must guess on new styles. The situation is different with shoes. There a buyer can safely repeat many of

his previous season's best sellers. The result is that the selling cost on shoes is but 7 per cent, while that on fashions runs around 10 per cent.

The mail-order houses with which the public is most familiar are those selling to the consumer. There are others, such as Butler Brothers, whose sales are made entirely to the dealer. Many manufacturers sell in this manner, and it is undoubtedly true that the volume of merchandise disposed of by mail to the dealer is equal to that of mail-order merchandise to the consumer, perhaps greater.

Your wholesaler's or manufacturer's selling cost is always lower than the retail mail-order company's figure. When a dealer orders, he sends in a larger volume of goods to the consumer. This makes the unit of sale greater and proportionately reduces the selling cost. As an illustration, the average cost of selling jewelry by mail to the consumer is 8 per cent. I know of one jewelry manufacturer selling entirely by mail to the dealer whose selling cost is under 2 per cent.

If the cost of doing business by mail is so low, why shouldn't every retailer or manufacturer dismiss his sales force and rely upon mail-order principles to bring in the proper volume and to leave a larger profit? You will find mail-order selling has its limitations like everything else. There are certain people who wouldn't buy by mail under any circumstances. Some individuals who would readily order a watch in this manner, would not think of buying a suit of clothes by mail. Then, too, there are certain classes of luxury goods, finer weaves and finer finishes that have to be seen to be appreciated.

What applies to the consumer also holds good with the retailer. Not every retailer is willing to do business with a manufacturer by mail. Most of the larger ones will not. It is usually the smaller dealer who is willing to order in that manner. There is an exception, however. Once the salesman has broken the ice and introduced

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OUR INVESTIGATIONS

have shown us that the higher up in the scale of spending one goes, the greater the woman's influence. While we appreciate that it is the man who signs the cheque for a Rolls-Royce, we strongly believe that the influence of the woman is a little bit more than 50% of the sale.

THEREFORE we are using Vogue, and expect to use it right along, because we know it reaches the Rolls-Royce owner and the Rolls-Royce prospect. We knew this even before we advertised in Vogue, because we checked up this magazine's subscription lists—as we did those of Vanity Fair and House & Garden—against our branch office lists of prospects and owners, and found that these publications reached a surprisingly high percentage of them.

Further evidence has come in the sales which we have traced to the inspiration of our Vogue and Vanity Fair advertising. It was therefore only logical to add House & Garden to our list. Our sales organization throughout the country is naturally quite sold on the Condé Nast Group.

(Signed) Rolls-Royce.

VOGUE

One of the Condé Nast Group

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his line, it is entirely possible for the manufacturer to do business by mail with the larger buyer.

That was the experience with the dress manufacturer mentioned before when he dismissed his salesmen. A big percentage of his large accounts stayed with him and he has on his books a larger group of big buyers than is usually the case.

So many factors enter into mailorder selling that no one can tell you exactly what your selling cost will be, but the foregoing examples should prove a good guide. But there are two thoughts worth remembering.

If you are selling to the dealer, your cost will be about half what it would be to the consumer. If you are selling a staple or a line on which repeat orders are possible, there again your cost of sales will be lower than on an article with a one-time sale.

Farm Equipment Markets in South Africa

"Agricultural Implements and Farm Equipment in South Africa," is the name of a new publication by the Bureau of Foreign and Domestic Commerce, United States Department of Commerce, Procedure in entering this market, agency conditions, payments and credits, methods of doing business, catalogues, correspondence, packing and shipping, and licenses, are among the subjects discussed. A small charge is made for the book.

New Account for Oliver M. Byerly

The Cleveland Cap Screw Company, Cleveland, manufacturer of Cleveland cap screws, has placed its advertising account with Oliver M. Byerly, Cleveland advertising agent. Business papers and direct mail are used.

C. F. Leach with Bruner & Simmons

Charles F. Leach, for the last two years Western manager at Chicago of The Commercial Poster Company, Cleveland, has joined Bruner & Simmons, Inc., office layout specialists, Chicago.

Wales Agency Advances David Fleming

David Fleming, who has been with the Wales Advertising Company, New York, has been advanced to the position of space buyer.

Reproduces First Advertisement on Centenary

Jacob Reed's Sons, Philadelphia clothiers, on the occasion of the centenary of the organization last month, used large newspaper space to reproduce the first advertisement of the founder, Jacob Reed, It read: "Jacob Reed, Tailor, begs to announce to his friends and the public in general that he has opened a clothing shop at 246 High Street, where may be had the finest of materials and workmanship at the lowest prices, and asks that he be favored with a share of their patronage."

The current advertisement states that

The current advertisement states that the business reached this centenary only through the support of the general public and that the firm could not better express its gratitude than to rededicate itself in the century to come to those standards of conduct which Philadelphia approved in the century that is gone: "Never claiming perfection but forever seeking it, we start a new century of service stimulated by the old century's good-will," remarks the copy in expressing opposition to the use of superlatives. The firm has also issued a booklet which is not only a history of Jacob Reed's Sons, but also a series of sidelights on the life of Philadelphia during the last century.

Incorporate Agency Business as The Bohnett Company

The advertising agency formerly conducted as part of Bohnett & Company, Cincinnati printers, has been incorporated under the name of The Bohnett Company, R. W. Bohnett has been elected president. R. C. Pater is vice-president, D. W. Gill, second vice-president, and E. S. Johnson is secretary and treasurer.

Otis Elevator Income Higher

A net income of \$724,096 for the quarter ended March 31, 1924, is reported by the Otis Elevator Company, New York, after depreciation, Federal taxes and other charges. This figure compares with \$630,009; \$780,806, and \$1,295,088, for the corresponding periods of 1923, 1922, and 1921, respectively.

Has Weberknit Hosiery Account

The Weberknit Hosiery Company, Philadelphia, has placed its advertising account with the Nat L. Cohen Agency, of that city. Direct-mail advertising is used and a national campaign is planned which will be confined to dealers.

Morton M. Milford to Join Miami Newspaper

Morton M. Milford, owner of the Fort Myers, Fla., Press, will become editor of the Miami News-Metropolis on May 15.

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Mrs. Smith checks up on her meter. She finds out that her electrical appliances use no more current than the dealer said they would.



Who puts appliances on her meter?

Mrs. Smith buys electrical appliances from two kinds of stores. She buys them at the electrical store, and she also buys them at non-electrical stores.

Her percolator and sewing machine came from the electrical store. Her iron came from the hardware store. She bought her toaster at the department store. And the house furnishing store sold her a vacuum cleaner.

The manufacturer of electrical appliances must cater to Mrs. Smith's buying habits. If she buys from both the electrical store and the non-electrical store, then he must sell to her through both kinds of stores.

If you manufacture electrical appliances, Electrical Merchandising is the paper you should use to sell the electrical stores; and Electrical Retailing is the paper you should use to sell the non-electrical stores.

These two monthly publications reach more than 45,000 important electrical retail outlets.

79

Each one of the fifteen McGraw-Hill Publications is the working tool and buying guide of the executive who buys in the field it serves.

These fields and the publications which serve them are—

Electrical: Electrical World, Electrical Merchandising, Electrical Retailing, Journal of Electricity.

Construction and Civil Engineering: Engineering News-Record.

Mining: Engineering & Mining Journal-Press, Coal Age.

Transportation: Electric Railway Journal, Bus Transportation.

Industrial: Power, Industrial Engineer, American Machinist, American Machinist (European Edition), Chemical & Metallurgical Engineering.

Export: Ingenieria Internacional.

ELECTRICAL MERCHANDISING & ELECTRICAL RETAILING

Tenth Ave. at 36th St., New York : Old Colony Building, Chicago

McGraw-Hill Publications



Picture a crowd of grocers and jobbers en times as big as this

RANKLIN FIELD, Philadelphia.
Picture it filled with a great
army of grocers and jobbers—
50,000 of them.

Our monthly convention of important grocers and jobbers—waiting—listening. What have you to say to them?

3,452 hats in the picture. Multiply this by ten, add 15,000 more for good measure and you have an index of the size of the audience you can reach through THE PROGRESSIVE GROCER at relatively unimportant cost.

TRADE DIVISION
THE BUTTERICK PUBLISHING COMPANY
912 Broadway, New York

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"The Morning Newspaper Most Outstanding in its Dominance"

An Estimate BY JASON ROGERS

"Anyone of broad experience who should be asked which morning newspaper in the United States was more outstanding in its dominance of any of the largest cities, would be compelled to name the New Orleans Times-Picayune.

"... So far as I know, there is not one in the larger cities that holds its domain any more tightly and securely than The Times-Picayune. It has the largest daily and Sunday circulation and carries more advertising than any of its competitors on week days or Sundays... Local merchants, classified advertisers and distant space buyers in the advertising agencies all over the country recognize the hold The Times-Picayune has on its constituency and give it larger volume of advertising than any other newspaper in New Orleans.

"Not in a single other instance that has come to my notice in checking over the volume of local department store advertising in newspapers of the larger cities is there a morning daily which on the six week days carries more of such advertising than the evening papers it is competing with like The Times-Picayune does."

-Jason Rogers in THE ADVERTISERS' WEEKLY

The Times-Picayune

Represented in New York, Chicago, St. Louis, Kansas City, Detroit and Atlanta by Cone, Hunton & Woodman, Inc., and San Francisco and Los Angeles by R. J. Bidwell Co.

In Time of Prosperity, Barrett Company Is After Future Market

A Lesson for Many Lines of Industry in How Barrett Company, While Building Boom Is On, Seeks the Repair Market of the Future

By Donald MacLean

DVERTISERS in the dif-A ferent industries can find a lesson in the advertising of certain far-sighted manufacturers of building materials.

Those certain far-seeing manufacturers of building materials are not waiting until the present building boom shall have passed before they prepare for the mar-ket that is to follow—the repair

market.

Paint manufacturers in particular are urging that painting be done in other ways than on new buildings. Sherwin-Williams are extensively distributing their "Household Guide," which will enable the reader "to find the right paint, varnish, stain enamel to apply to every surface about the home and farm." The Boston Varnish Company is urging people to "refinish the old furniture yourself" and advising that the "Kyanize way is the easy, fascinating way."

The Acme White Lead and Color Works are inquiring in their copy, "Does your house need new clothes this spring? Or is it already all it should be . . . neat and trim and self-respecting . . . a home worthy of the children who live within . . . a beautiful home that the whole

neighborhood frankly envies?" The Pratt & Lambert Company is also advocating the refinishing of old furniture and especially giving attention to family heirlooms. Furthermore, it is attempting to increase the amount of floor varnish used by having it applied more freely to waterproof floor coverings. All of these advertisers realize that it takes time for a new copy appeal to become really effective on a national scale. They are calling these uses of their products to the attention of householders long before the day actually arrives when they will be bought. Also, developing this supplementary market increases immediate sales for the use of paint and varnish for people to apply themselves. professional painters are under-stood to be almost exclusively employed now on new structures.

Another branch of the building industry which is looking ahead for business is the Grinnell Company. It is urging the installation of sprinkler systems in public institutions, especially homes for the aged and indigent. In a recent advertisement there is no mention made of new buildings, the whole space is devoted to equipping buildings that have

The General Electric Company and the Delco Lighting advertising also are devoting a great deal of space to the application of Delco lights for buildings already in use. They emphasize the need for improved buildings rather than the erection of new build-

ings.

A NEW FIELD IN OLD HOUSES

Few, if any of these campaigns have gone to the extent or thoroughness of the Barrett Company, which is running an extensive newspaper campaign for rebuilding and modernizing old houses. The Barrett Company, working with a staff of architects, has selected six different types of oldhouses most commonly found throughout the country.

There is the cottage type with the four walls and straight roof of two sides, in the story-and-one-half and two-story sizes; the square-hipped roof house, the old

Ma

Colonial cottage, the upright and "L," the bay-window house and the mid-Victorian house with the

flat roof and cupola.

A booklet has been prepared which takes each one of these styles of houses and shows how a carpenter or contractor can make a series of alterations which will change it from merely the "packing box" type of dwelling

SEEKING REPAIR WORK SALES BY VISUAL-IZING THE PROSPECT'S OPPORTUNITY

to a modern attractive and up-to-date home.

For instance, with the cottage, five different plans of alteration are offered. The first for \$200, estimated cost, will change the roof lines, add a new porch and so far as the appearance goes, make a new house of it. Other alterations are estimated to cost \$800, \$1,500, \$3,500 and \$4,500, depending on the size of the house and the plan adopted. It allows for the fullest possible use of the original framework and at the same time produces an effect, both inside and out, that is revolutionary.

Each of the other types of

houses is similarly treated. Floor plans are given and sufficient detail in handling windows, roof structure, porches, etc., so that the services of an architect would not be required except in the most elaborate of the changes.

The book also gives instructions about securing bids, financing and estimating costs.

Of course, the six types of houses chosen do not cover all the varieties of architecture and "carpitecture" with which our country is disfigured, but they do cover so many of them that almost any of the older houses will lend itself to some one of the classifications.

The principal part of the newspaper copy is devoted to selling this book which is entitled "Better Homes from Old Houses," the price of which is ten cents.

The Barrett Company has not been content to present this copy merely as a means for creating a supplementary line of business. It has carried it further and made a dealer tie-up that is striking and unusual. An elaborate prospectus of the 1924 advertising campaign has been prepared, which its salesmen are presenting to dealers. In this the importance the remodeling market is emphasized. A statement is made that in the more than 20,000,000 houses in the United States, houses in the Unite 17,000,000 have been standing eight years or more and are now ready for improvements in value, in comfort, and in appearance. They emphasize that this is usually true of old houses.

The Barrett Company has submitted its campaign, particularly the consumer book, to a large number of trade organizations and editors of trade publications going to the building industries and reproduces letters showing the hearty approval and co-operation of these various organizations and publications in the prospectuses which are furnished sales-

This campaign is made unusually interesting to the dealer because of the amount of material other than that manufactured by the Barrett Company that it will

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FROM THE DATA BOOK OF HARPER'S BAZAR



A Day from the Life of the Woman · Who · Reads · Harper's Bazar

At ELEVEN

She goes to the little dance club that is smart this season. The orchestra croons softly, jazzes madly. Midnight comes. One o'clock. "More White Rock, waiter! And some pâté de foie gras sandwiches." And here we'll leave the Woman-Who-Reads-Harper's Bazar, still dancing, still alert, still creating little ripples of admiration, emulation.

The Woman-Who-Reads-Harper's Bazar may well be your best customer. Not only because she herself is generous, alert, lavish but even more so because of her influence. For her influence permeates every thread in the fabric of the nation's trade.

Harper's Bazar

2/ IN LONDON

500

6fr. IN PARIS

Ma

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help him to sell. It is pointed out with emphasis that making over a house includes not only the sale of Barrett products, but all of some 150 different items under such general classifications as lumber, hardware, products from the mill, paints and varnishes, electrical supplies, building papers, electrical appliances, plumbing and heating, roofings and supplies for stucco work and plasterings.

In order to convince dealers how thoroughly practical the idea is, and that the advertising will receive the favorable interest of the whole country, the campaign was submitted to a large number of chambers of commerce. The indorsements of these institutions were enthusiastic. The obvious purpose of this was to add still further to dealer enthusiasm over the possibility of stimulating rebuilding and the making over of old houses.

VAST MARKET IN OLD HOMES

It is evident that the possibilities of the new market will not come at once. It will take time for people to make their plans, arrange their finances and finally to secure workmen for the job. But if the advertising can get them to thinking along that line now, by the time the building boom shows a little inclination to slacken owners will be ready for remodeling their homes.

This campaign is run entirely supplementary to a magazine campaign which is extensively featuring Barrett roofings. At the present time, in many parts the country, carpenters, masons, plasterers, painters, and decorators are nearly all employed on new buildings and these men practically all prefer to work on new structures rather than on remodeling, but the time will have to come some time when there will be a surplus of laborers that are not engaged on new buildings. When that time building program comes this should be ready for execution. People will have had time to make plans and complete preparations. Dr. G. C. Mars of the

American Face Brick Association says that often three years elapse before the receipt of the initial inquiry from a prospective builder and the time that he actually places his order for building material.

Whether the time is now, or will come in three months, three years, or longer, the present seems to be the propitious occasion for creating desire for newer and better homes and for indicating how old houses can be economically and effectively made over into new.

MANY INQUIRIES MADE

The campaign which has been running now for about six weeks is proving immensely popular if one may judge from the thousands of books that are being distributed. Inquiries have come in as many as 1,000 in a single day. On the days that the advertisements appear from fifteen to twenty-five people call at the Barrett Company's New York office for the book.

Moreover, in this advertising the Barrett Company is not neglecting the new building market for its products.

When people are planning a new home they are vitally interested in all matters pertaining to building. Pictures and floor plans of other houses are studied with interest. Such a new home builder sees a Barrett advertisement picturing a house before and after it has been remodeled. In the illustration of the rejuvenated house he notes a doorway or a dormer window-some detail that interests him. not have this feature on our new house?" is the reaction. He is drawn into the copy and gets a favorable impression of Barrett roofings.

In brief, this campaign not only builds for the future by stimulating the remodeling idea, but ably meets the present situation with its tremendous volume of new building—a campaign that is undoubtedly creating great goodwill-for the Barrett Company with building material dealers, carpenters and contractors.

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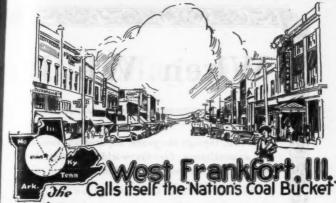
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-Add this new commonwealth to your map. It's a circleradius 150 miles.

Call it "Globe-Democrat Influence." The capital is St. Louis.

The population exceeds 4% millions. The wealth is based on a wider variety of natural resources and industry than any other state can show.

The Globe-Democrat serves the entire 49th state. No other single newspaper even claims such coverage.

the City with **ፈ**ታ000,000 Municipal Improvement -And little wonder, when you consider that the eight collieries have a combined capacity of 50,000 tons in a day's hoist, and employ 5000 men with a combined payroll of more than \$600,000 a month.

West Frankfort, with its recent annexations, lies within a thickly populated section, rich in agricultural resources. It is a busy railroad center, surrounded by other progressive towns.

There's inspiration for the salesman in West Frankfort. The bank deposits total \$3,000,000.

The people live well, spend well.

Besides easy access to the stores in St. Louis, they enjoy the shopping facilities of these local stores:

55 Groceries
58 Groceries
58 Building Material Dealers
5 Building Material Dealers
5 Jewelers
12 Dry Goods Stores
5 Shoe Stores
6 Furniture Stores
7 Stationers
2 Music Stores

The Globe-Democrat has unquestioned influence upon the buying habits of the people of West Frankfort. Globe-Democrat advertising is the key of this market.

Globe-Democrat Circulation in West Frankfort: Daily-936; Sunday-1505

Globe-Democra

St. Louis' Largest Daily

F. St. J. Richards, New York Guy S. Osborn, - Chicago J. R. Scolaro, - Detroit

San Franci C. Geo. Krogness, San Francisco Dorland Agency, Ltd., . . . London Asso. American Newspapers, London and Paris



When We Bun

BOUT two years ago an old, standard magazine est ty placed on the market.

It had, through the years, acquired an honorable his as a mouthpiece for the world's leading thinkers, world's most famous writers of fiction.

An ex-President of the United States was, for two ye its contributing editor.

It was offered to one publisher after another—to a de or more publishers—and all of them turned it down.

Then the Macfadden organization took it over.

Perhaps you were among those who wondered what would do with it, or to it.

How much of its ancient dignity would it be permit to retain at the hands of an organization that published magazine that so gripped the masses as True Story?

In what way would its editorial policy be changed conform to the ideas of Bernarr Macfadden?

Would its individuality be submerged?

It was not an easy matter to decide, in our own mines of how these questions should be answered.

The Metropolitan of today is our answer.

We are proud of it.

There is, in the Metropolitan today, a mass of fict MA that compares favorably with the fiction published by magazine, anywhere, at any price.

We have deliberately sought for story values of

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azine est type, and we believe we have succeeded in recognizthem.

ble his he public is beginning to recognize them too-to believe ikers, the Metropolitan can be depended upon to furnish the e measure of entertainment that is found in every other fadden publication—and that means a measure overtwo ye ing.

fore-it means an even magazine-one that is good o a de y month, increasing in entertainment qualities month month, reaching for a standard that must eventually e very close to perfection.

what confidentially, we had rather start a magazine from tch than try to build on a foundation already laid.

permi When we accepted the Metropolitan we did so with blishe misgivings.

We wanted to hold its readers without doing too much ence to their expectations, and so we builded slowlyanged efully and with due consideration for their feelings.

But in the last analysis, it was only when we applied to Metropolitan the same principles, modified only to the n mines of fiction, that motivate every other Macfadden magae that we began to show satisfactory progress.

That is, in brief, the story of the Metropolitan in our anization.

f fiet MACFADDEN PUBLICATIONS, Inc.

Macfadden Building, New York City

Story sical Culture Romances

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Metropolitan True Detective Mysteries Dance Lovers

Movie Weekly Dream World Muscle Builder

Western New England Advertising Group Formed

A group of advertising and sales A group of advertising and sales promotion managers, representing local firms and other companies in Western Massachusetts, has formed an association which will be known as The Advertisers Group of Western New England. Monthly meetings will be held for the purpose of interchanging advertising and sales promotion ideas and for the discussion of advertising and merchandising problems. merchandising problems.

G. W. Sherin, of the American Bosch Magneto Company, Springfield, was the speaker at the first meeting at which

speaker at the first meeting at which he outlined the national advertising program of his company.

C. W. Dearden, of the Strathmore Paper Company, Mittineague, is chairman of the group. Miss B. Latourneau, The Chapman Valve Manufacturing Company, Indian Orchard, is secretaryreasurer. Fred Webster, American Writing Paper Company, Holyoke, is chairman of the membership committee and A. H. Sampson, White & Wyckoff Manufacturing Company, Holyoke, is chairman of the program committee.

Advertises a New Automobile Accessory

The Irving Engineering Sales Company, Buffalo, is marketing a new hand controlled automobile radiator shutter under the trade name of the "Arctic." This is an addition to the company's present line of automatic shutters. It present the of automatic santters. It is being advertised in automobile trade papers and in cities where the company has distribution. This advertising is being directed by the E. P. Remington Advertising Agency, Buffalo.

New Accounts for Barnard Agency

The Automatic Burner Corporation, Chicago, manufacturer of ABC domestic oil burners, has placed its advertising account with the Barnard Advertising Agency, Inc., of that city.

The Radio Vacuum Cleaner Co., St. Charles, Ill., non-electrical vacuum

Charles, Ill., non-electrical vacuum cleaners, also has placed its account with the Barnard agency.

Stamford Sanitarium Appoints Grant & Wadsworth

The advertising account of Dr. Barnes Sanitarium, Stamford, Conn., has been placed with Grant & Wadsworth, Inc., New York advertising agency. Publications reaching the medical profession are used for this account.

Toilet Requisite Account for N. W. Aver & Son

The advertising account of Marie Earle, Inc., New York, manufacturer of toilet requisites, has been placed with N. W. Ayer & Son.

For Businesses Seeking a Profit

U. S. Expansion Bolt Co. New York, May 2, 1924. Editor of Printers' Ink:

The writer has read with considerable interest the article by C. C. Casey in PRINTERS' INK MONTHLY of May, 1924, entitled "Should Sales Executives Boss the Collection Department?" In the latter part of this article Mr. Casey respirits one of the collection.

Casey reprints one of the collection let-Casey reprints one of the collection let-ters referred to and in one of the former paragraphs he says "We have many collection letters that collect money by helping the customer to get able to pay. They get money and keep the customer. You may have copies of these letters free of cost at any time."

The writer is wondering if it is pos-sible to account of these letters they sible to get copies of these letters that Mr. Casey refers to.

The article, by the way, is the most comprehensive and best written one on comprehensive and best written one on this subject that the writer has ever read. It's a policy that he believes should be adopted by all organizations but very few of them do so.

U. S. Expansion Bolt Co.,
E. W. WEST,
Sales Manager.

Collier Buys St. Louis Car Card Businesses

Barron Collier, of New York, has bought the Western Advertising Com-pany and the Ewing Hill Company, Inc., both of St. Louis. The Western Advertising Company has controlled the advertising Space in St. Louis street cars for a number of years. The Ewing Hill Company controls a number of street-car advertising contracts in Southstreet-car advertising contracts in Southern Illinois.

Canadian Campaign for English Line of Toilet Requisites

J. & E. Atkinson, Ltd., of London, England, are conducting an advertising campaign in Canada on Columbine toilet requisites. This campaign is be-ing directed by the Montreal office of McConnell & Fergusson, advertising agency.

Tent Account for Philadelphia Agency

The Barrett Goods Company, adelphia manufacturer of tents and outing supplies, has placed its advertising account with the Bloomingdale-weiler Advertising Agency, of that city. Newspapers east of the Mississippi are being used.

J. G. Curran Joins "Mid-Week Pictorial"

John G. Curran has joined the New York advertising staff of the Mid-Week Pictorial, rotogravure magazine of The New York Times Company, New York. He was formerly with The Elks Maga-zine, also of that city.

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Testimonial

The letter from one of the several hundred large advertisers whom we are serving, reproduced on the next two pages, is from a man who knows. Because his ideas on the subject of outdoor advertising have been proven by his own experience, they are worth the serious consideration of every national advertiser.

NATIONAL OUTDOOR ADVERTISING BUREAU

Incorporated

National Outdoor in

Fifth Avenue and Broadway at Twenty-Fifth Street New York



Mr. H. W. Sehl, c/o Sehl Advertising Agency, City Hall Square Building, Chicago.

We have long gone on the theory that all kinds of advertising fill a cortain want and that every medium has real functions

To catch the "hit and run" fellow to flash the message of your product in a plash the message of your product in a big strong forceful way, in our opinion, there is nothing better for any manufacturer than outdoor display advertising turer than outdoor display advertising constantly reminding the people that tworks hour after hour, the people that out, constantly reminding the people that your best of the name of your product in a favorable and lasting manner. Outdoor adpared to the people in the neighborhoods where advertising in the neighborhoods where advertising in the neighborhoods where To catch the "hit and run" fellow- to to perform.

And, today, according to our own experience, posting is entirely different than it was a row years ago. The individual plants for years ago, the poster plant operator uses more care and discretion in placator uses more care and discretion in plant ing the paper, her gotten to be some of a row paper. ator uses more care and discretion in placing the paper, has gotten to be more of a business man, knows how to take care of the mork that is placed with his, his stands now that is placed with his, it of which are put up in better shape at the saling goes to increase the value or the is put power of each place of paper that is put out. out.

THE WORLD'S GREATEST BAKING POWDER

lvertising Bureau

1627 Lytton Building State Street at Jackson Boulevard . Chicago

Mr. H.W. Sehl. - 2 -January 25, 1924.

The sale or Calumet Saking Powder in a territory comprising some forty-three states of the union is, as we advertise, two and one-half times greater than that of any other brand.

Our poster advertising campaign, the appropriation for which is increasing from year to year, is placed with thousands of poster plant operators in this wide terri-tory for many months each year.

We have found over several years experience that through the Sehl advertising Agency and the Mational Outdoor Advertising Bureau, we are enabled to secure the very highest type of service in the field of cutdoor advertising.

Very truly yours. CALUMET PAKING POWDER COMPANY.



NATIONAL OUTDOOR ADVERTISING BUREAU, Incorporated LIST OF AGENCY MEMBERS, April 1, 1924

NATIONAL OUTDOOR ADVE

LIST OF AGENCY M.

Adamars Company, The
Advertiding Service Co., Inc., The
Advertiding Service Co., Inc., The
Advertiding Service Co., Inc., The
Advertiding Agency, Inc.
Barber Advertising Agency J. W.
Barber & Co., Horace E.
Baillett, Carl J.
Barber & Co., Horace E.
Ballett, Carl J.
Barber & Co., Horace E.
Bathen Company, Inc., George
Bascham Company, Inc., Thomas E.
Bathen Company, Inc., Thomas E.
Bathen Company, Inc., Thomas E.
Batter Company, Inc., Thomas E.
Batter Company, Inc., The
Blaine-Thompson Company, Inc., The
Blaine-Thompson Company, Inc., The
Blaine-Thompson Company, Inc., The
Blaine-Thompson Company, The
Blum Advertising Corp., Charles
Botsford-Constantine Company
Brennan-Liey Co., The
Brisacher & Staif, Emil
Bronnfield & Co., Inc.
Brisacher & Staif, Emil
Bronnfield & Co., Inc.
Brisacher & Staif, Emil
Bronnfield & Co., Inc.
Campbell-Ewald Company,
Campbell-Ewald Company,
Campbell, Truxny & Co.
Caples Company, Inc.
Campbell, Truxny & Co.
Caples Company, Inc.
Ceell, Barreto & Ceell, Inc.
Chambers Agency, Inc., The
Collins, Arr, Inc., Clarasson A.
Coillins-Kirk, Inc.
Conton Company, Control of Control of Company,
Chemman & Co., Inc., Nelson
Churchill-Hail, Inc.
Conton Company, Control of Control Company,
Chemman & Company, Inc., The
Control Company, Inc., The
Control Company, Inc., The
Dorland Agency, Inc., The
Dorland Agency, Inc., The
Dorland Agency, Inc., The
Balk Advertising Company
Echternach Adv. Company
Echternach Ad Perry-Hanly Advertising Com pany Flaher-Brown Advertising Agency Flaher-Brown Advertising Agency Floley Adv. Agency, Inc., Richard A., The Frailey Adv. Company, The Frank & Co., Albert Frilley & Smith Fyfic & Bond Corporation
Fyfic & Bond Corporation
Codde Company, The Godman, Carrigan & Co., Inc., Goode & Berrien, Inc., Goode & Berrien, Inc., Goode & Berrien, Inc., Condider, Carrigan & Co., The Griffin, Johnson & Mann, Inc., Cludic Company, H. B., The Green, Fulton, Cunnlingham Co., The Griffin, Johnson & Mann, Inc., Cunnlisch Advertising Company, Inc., J. R., Hann-Metager, Inc., Albert P., The Holmes Adv. Agency, Yrances Holmes Adv. Agency, Yrances Holmes Adv. Agency, Yrances Holmes Adv. Agency, Yrances Holmes Adv. Agency, Chas. W., Hulscher-Rothenburg, Inc., E. T. Hoyt Company, Inc., Chas. W., Hulscher-Rothenburg, Inc., Lasard Company, Inc., Chas. W., Hulscher-Rothenburg, Inc., Lasard Company, Inc., Arnold Johnson-Dallis Company, Johnson-Dallis Company, Johnson-Dallis Company, Johnson-Dallis Company, Johnson-Bollis Company, Johnson, Read & Co.

RTISING BUREAU, Incorporated

EMBERS, April 1, 1924

Johnston-Ayres Company
Kahn, Hegmund
Kelley Company, Martin V., The
Kisu-Van Pietersom-Duniap, Inc.
Kilng-Gibson Company
Kobbe Company, The
Lockwood-Shackelford Company
Lockwood-Shackelford Company
Lockwood-Shackelford Company
Logan, Inc., Thomas F.
Long-Costello, Inc.
Lord & Thomas
Lodge, Thomas F.
Long-Costello, Inc.
Lord & Thomas
Lodge, Thomas
Logan, Inc., Thomas
Logan, Inc., Thomas
Lord & T Snow, Inc., Watter B. & Statis Southwestern Advertising Company Staples & Staples, Inc. Staples & Prosser Strang & Prosser Strang & Prosser Street & Finney, Inc. Sweeney & James Company, The Thomas Advertising Service, The Thomas Company, J. Watter Thompson Company, J. Watter Tracy-Parry Company, Inc. Tracy-Parry Company, Inc. Tracy-Parry Company, Inc. Tracy-Parry Company, Inc. Van Patten, Inc. Water Advertising Agency United States Advertising Corporation Van Patten, Inc. Water Advertising Aftrod Warner Company, Inc., Mason Waters & McLeod Western Adv. Company, Inc.



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Springing a Surprise in the Booklet

Ways by Which Brown & Sharpe, Packard, Traub and Others Whet

By W. Livingston Larned

WHO would be, normally, the last person on earth to prepare the copy for a consumer booklet on the subject of hair clippers? Right! A barber. Because barbers would be opposed to home-made haircuts. They want that business themselves. Too many men now use safety razors; the family haircut is the last standby—that and bobbing the festive flapper. If a barber wrote anything at all on the aforementioned subject, it would be unprintable. He might just as rationally boost a competitor.

as rationally boost a competitor.
Realizing all this, The Brown
Sharpe Mfg. Company, conducting an extensive advertising
campaign on hair clipping machines for the use of the individual—mothers in particular
with growing boys—scurried
around until a novel author for
a booklet was secured. A head

barber!

In this manner, a prosaic subject was made interesting and what might easily have been a commonplace booklet was suddenly transformed into a real novelty. It is, actually, one of the secrets of the modern mailing piece, or counter give-away. "Getting out a consumer booklet" has changed to "get out a consumer booklet with a 'ounch' idea."

changed to "get out a consumer booklet with a 'punch' idea."

In the case of "How to Use Clippers," by "A Head Barber," the advertiser appreciated that several very natural questions and doubts would rise in the mind of the prospect regarding this type of product. But if a "head barber" recommended them, explained them, and went so far as to sign his name to the document in question, then the device must be practical, after all.

A book publisher tells us that out of every list of twenty-five books on his schedule, there may be one or two popular sellers, and as heavy a percentage as seventeen that will not move, even when advertised. A national advertiser displayed a row of consumer booklets, and made practically the same statement. Several had gone with a rush, but the majority could not even be given away, and when mentioned in the company's advertising, moved with aggravating slowness.

"It serves us right," he explained. "We could make every piece of printed matter a popular number—if we went to sufficient care and trouble in selecting the theme or the title. In every instance where a booklet has 'gone big' it has possessed these specific qualities. Today, the public is searching either for novelty or for education and the latter must be spiced up rather well and made highly palatable to jaded appetites.

GIVE IDEAS OR INFORMATION TO READER

"A friend of mine, in the clothing business, has, for four years past, issued illustrated booklets in behalf of a special golf department. The run was in the neighborhood of 20,000 and there were always many leftovers. These booklets were sent in answer to written-in requests, inspired by the concern's consumer advertising.

"This year the first printing was the same number and the second leaped to the astonishing figure of 38,000, with every promise of a third issue. Why? Because the booklet was originated by a golf fan. He knew what would go. That little slender volume contains a list of the important matches of the coming season and their dates, and

players. It carries rules of the game, and its talk about golf toggery and the accompanying illustrations take the form of a thoroughly modern treatise on the 'correct vogues and customs of

golf dress."

The obvious in every line has been done into booklets. Where, a few years ago, a manufacturer of flour would have issued a formal cook book, now it is "The Sandwich Book," containing instructions for making fifty delicious and often unusual sandwiches.

With the coming of summer and picnics, this is exactly what has been done for Gold Medal

Flour.

"Air—The Most Elusive Prisoner" is a booklet titled nicely. calculated to lure the most indifferent reader. Yet it is about tire valves and gauges of the Schrader make, and the proper care of tires. The advertiser is very careful, both in the matter of opening pages and the title, to generalize rather dramatically.

Women have been interested in a booklet published by The Traub Manufacturing Company and featured in the company's advertising of Orange Blossom Rings. Is it not reasonable to assume that the wide demand for this brochure must be inseparably linked with the title, "Wedding Ring Sentiment," and the fact that the text "traces the history of the wedding ring from the earliest time to the present day."?

A booklet for a product such as "Indian Head" cloth might easily fall into conventional lines, such as a description of the fabric, methods of manufacture. illustrations of costumes, etc. It was ingenious, therefore, for this advertiser to avoid the obvious, and issue a most attractive brochure, titled, alluringly: "Your

Color and Why."

Packard Motor Car dealers have been interested to an unusual degree in the progress of this motor car's novelty "Tatking Booklet" idea. Four Packard company executives — men who design, build, distribute and supply Packard service — have

had made on phonograph records an ambitious series of talk contain valuable about motor car investment. The speakers undertake to prove, and give their reasons for so stating that a Packard Six can be owned operated and maintained at less cost than ordinary or complicated cars. Interested persons communicate with the nearest Packard dealer or distributor and the attractive phonograph records "living text" their The most promptly delivered. satisfactory feature of the idea is that it promotes and encourage "live contacts" for these dealers. They can call at a man's house with a valid reason. They have virtually been requested to do so and they bring a tangible asset with them.

However, the Packard "Living Booklets" are mentioned her merely as an indication of the modern trend. The message which goes to the home, and for which the prospect must himself make request, thereby proving at least casual interest, is a message done in more clever forms

than heretofore.

Certain it is that considerably more attention is being paid to the advertising material "sent on request." Advertisers have found that the cost is such an item that booklets and brochures must bring results and bring an honest volume of them. It is far too much of a luxury, to place gratis, in the hands of thousands, expensive printed matter, with a low potential selling power.

Form Canadian Company to Market Simplex Rims

The Simplex Collapsible Rim Corporation has been organized in Canada to take over the exclusive Canadias rights for the Simplex collapsible rim. The advertising account of the cospany has been placed with the E. Sterling Dean Advertising Agency, Toronto, Ont.

A. C. Busch Joins "Current History"

Arthur C. Busch has joined the advertising staff of Current History, New York. He was formerly with The Literary Digest, also of that city.

1924

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Holds its old advertisers and wins new ones every day.



A Good Newspaper

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Self-Examination—A Business Tonic

BEECH-NUT PACKING COMPANY CANAJOHARIE, N. Y.

CANAJOHARIE, N. Y.

Editor of PRINTERS' INK:
The question "Is the traveling salesman slipping?" which is asked in your issue of April 17, prompts counter ques-

Is the traveling salesman's task becoming more difficult to accomplish?
Is competition keener?
Has the class of merchants being dealt with changed?
What progress would a specialty house make in introducing a new product without salesmen, that is not only put out by other manufacturers but carried as a private label in general by jobbers?
The latter question I appreciate has to do with the need of salesmen rather than their present-day standing, but nevertheless it must be considered when analyzing along these lines.
There are slackers in all lines of endeavor but it would be gross injustice to place all in the same category.

to place all in the same category.

Beech-Nut Packing Company
E. A. Nellis,

Manager of Sales.

IT is true that the salesman's task is becoming more difficult to accomplish. Competition is getting keener. Merchants are not the same as they used to be. manufacturer would make little progress putting out a new specialty without salesmen. So it is apparent that we agree with Mr. Nellis in every respect.

Nevertheless it is a good thing for all business men to inquire once in a while whether or not salesmen are slipping. It is a good thing for an manufacturer to ask himself this question about his own selling organization. It is a good thing for business as a whole to ask it about salesmen as a whole. If this question is asked fairly and the facts it discloses are studied impartially, business will benefit from the asking.

One reason we sometimes think that salesmen are slipping is because the successful salesman of today is a very much different type from the successful salesman of twenty-five years ago. The business world no longer tolerates the "knock-'em-dead-and-drag-'emout" salesman. The modern salesman is not nearly so aggressive and over-confident as was his

father of another generation. He is milder and is more a part of the organization that he represents than was his progenitor. A good salesman today rarely works alone. He works in co-operation with his firm and with his trade. His efforts are likely to be greatly helped through advertising. Advertising makes his job easier and enables him to work more effectively. Perhaps he is not so spectacular, but when his work is sized up the chances are it will be found more effective than the efforts of the old type of salesman whose noisy ways and aggressive methods always made him a conspicuous part of the selling landscape. - [Ed. PRINTERS'

Licensing of Oklahoma Journalists Is Advocated

A campaign is being conducted in the State of Oklahoma to obtain passage of a law that makes it compulsory for those engaged in journalism to be licensed. The bill, as advocated, would establish personal liability for all reading matter appearing in any Oklahoma newspaper or magazine. This law would require every person having a part in newspaper or magazine. It his law work require every person having a part in the writing or editing of reading matter to sign his name on the original manuscript which would then be kept available to the public for sixty days or longer. Paid advertising is not men-

longer. Paid advertising is not men-tioned in the proposed act. Aldrich Blake, author of the pro-posed legislation, is directing the campaign. Initiative petitions are being circulated. If the required number of signers is secured the bill will be submitted at the November election to the voters of Oklahoma.

Senate Says "Mah-Jongg" Is

The United States Senate has gone on record by a unanimous vote in favor of spelling the name of a well-known Chinese game as "mah-jongg" rather than "mah jong." This change in spelling was made in the revenue bill after Senator Smoot, chairman of the Finance Committee had explained that "an expert informs me that that is correct." Under this bill, manufacturers of mah-jongg sets are taxed 10 per cent of the selling price.

Wrigley Earnings for Quarter

The William Wrigley, Jr., Company, Chicago, for the quarter ended March 31, 1924, reports earnings of \$3,915,989; expenses of \$1,507,565, and a net profit after depreciation and Federal taxes, of \$2,025,563.

5, 1924

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"For Meritorious Public Service"

COR the second time in three years, Columbia University has awarded THE WORLD the Pulitzer Gold Medal "for the most disinterested and meritorious public service rendered by any newspaper during the year."

The award goes to THE WORLD for its exposure of the peonage system of employing convict labor in Florida.

Columbia is the fourth university to acclaim THE WORLD first in public service.



MALLERS BUILDING CHICAGO

PULITZER BUILDING NEW YORK

GENERAL MOTORS BUILDING DETROIT

SECURITIES BUILDING CHANGER BUILDING TITLE INSURANCE BUILDING SEATTLE, WASH, SAN FRANCISCO, CAL. LOS ANGELES, CAL.

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Top of the

April Lineage Record

News												2,838,87
bune			,									2,808,21
Time	18											2,432,68
limes												2,363,72
Star												2,291,89
un												2,288,54
Press				4,								2,263,07
	Times Times Star un	Times	Times Times Star	bune Times Star un	bune	bune	News. ibune Times Times Star un Press					

Detroit Chicago Chicago Los Angeles Los Angeles New York Washington Washington Baltimore Baltimore Pittsburgh 288,54 263,07

World!

Detroit News First

With 2,838,871 Lines of Advertising Printed in April

PROOF of the unusual coverage of Detroit by The News, and the remarkable prosperity of this great market, lies in these April figures which show The News first among all 7 day a week papers.

Compared with 6 day a week newspapers the lead of The News is still greater.

During all 1923 The Detroit News carried more display advertising than any other newspaper in America, and was exceeded only by a Los Angeles paper in total advertising.

Today it is first in total advertising in America, daily and Sunday, combined, and in its own field leads in practically every selling classification.

The unusual prosperity of the Detroit market and its economical coverage by one newspaper—The Detroit News—have achieved this leadership.

Advertisers seeking economical results should investigate this rich and liberal spending Detroit territory. No other city of Detroit's size can be covered so thoroughly by one newspaper as Detroit is by The News.

The Detroit News

Greatest Circulation Daily and Sunday In Michigan

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"Prosperity Is Ours" say Oklahoma Bankers

BETTER times are here!

Thirty leading members of the Oklahoma Bankers Association, representing every section of the State, report that the banks of Oklahoma, both national and state, are in better condition than they have been in years. Money conditions are good in all sections and cash deposits are on the increase.

Each banker reported excellent prospects for crop production. The wheat crop in central and northern Oklahoma; the cotton crop in southern, eastern and southwestern Oklahoma; the kafir crops in western Oklahoma, and the corn, alfalfa, oats, broomcorn and potato crops all have bright roads ahead.

These same men, who know the true conditions, are unanimous in saying that business is good, collections are good, that there is plenty of money for every rightful purpose, and that Oklahoma is rapidly forging ahead in agricultural prosperity.

Are you, Mr. Advertiser, taking advantage of these conditions of optimism and prosperity in Oklahoma, one of the thirteen leading farm markets?

The present is the right time to get your sales message before this market to stimulate spring and summer buying.

The logical place for your sales message is in the favorite farm journal of Oklahoma—the Oklahoma Farmer-Stockman—

-most circulation, most advertising, lowest milline rate, greatest reader-confidence and-interest.



Edgar T. Bell, Adv. Mgr. Oklahoma City, Okla THE OKLAHOMA PUBLISHING CO. THE DAILY OKLAHOMAN~OKLAHOMA CITY TIMES

E. KATZ SPECIAL ADVERTISING AGENCY
New York Chicago Kansas City Atlanta San Francisco

"What's the Energy Value of This Copy?"

How an Advertiser Can Get on the Track of an Answer to This Question.

By Benjamin Jefferson

Advertising Manager of Lyon & Healy, Chicago, and Author of the Milline and Actline Advertising System and the Pagette Plan.

HE study of a proposed ad-I vertising campaign grows in interest as we take in the possibilities of the printed page and strive to bring also before us a clear view of the human need that we hope to fill. And if we proceed methodically, we find every little way a turning, that invites discussion, or perhaps an experi-

The five measurements of advertising as they appear to me are as follows:

The Weight of the Message.
 The Energy of the Copy.
 The Ability of the Product.
 Time of the Transaction.
 The Rhythm of the Campaign.

I have treated of them all briefly at other times.* But of the second measurement there is so much to be said that it deserves a separate chapter, for the Energy of the Copy is like the Dragon in Mah-Jongg-it can double and redouble the count. And this is putting it very mildly indeed, for copy of great energy may even produce 100 times the results

* For previous articles in PRINTERS' INK on these subjects see:

INK on these subjects see:

Rhythm of Campaign—Another Yardstick for Advertising, page 3, Feb. 7, 1924; The Fourth Measurement of Advertising, page 61, Oct. 1, 1923; Weighing the Advertising Message, page 17, July 12, 1923; The May a Milline Chart May Lessen Chances of a Sales Slump, page 25, May 31, 1923; The Application of the Actline Idea to Everyday Business, page 3, Nov. 17, 1921; The Constructive Side of the Milline, page 17, Oct. 20, 1921; Actline Copy—The Matter That Makes Advertisements Inatead of Announcements, page 17, Sept. 22, 1921; The Milline System Does Away with Awkward Decimals, page 25, July 7, 1921; The Milline Applied to Papers of Small Circulation, page 114, June 16, 1921; Questions Asked and Answered Regarding 'Millines,' page 47, May 12, 1921, and "Milline—A New Term for the Measure of Advertising," page 25, Sept. 9, 1920. Sept. 9, 1920.

brought in by Announcements (the lowest form-in energy-of advertisements).

In the beginning, for the benefit of those who are not familiar with what is meant by Actline Copy (which is a system for securing energy in advertising copy), I will re-state in a word or two the impelling forces of the human race. The two greatest

> (1) Nutrition. (2) Reproduction.

Following them somewhat in the order of their strength, we have these motives:

- (1) Fear. (2) Gain.
- Love. (4) Honor. (5) Pleasure. (6) Health.
- (7) Utility. (8) Beauty. (9) Ambition. (10) Curiosity.

This rating, however, is only arbitrary. At best it is a generalization. As I have pointed out, every state of mind contains an impelling force, and someone, somewhere is tuned up to, and will act upon any vibration you may send out in your advertising copy. Keeping the Actline Copy rule steadily in mind, of writing from the consumer toward the article instead of from the article toward the consumer (which latter course so often results in a mere announcement), we can weigh to a certain small extent at the probably potential least Energy of the Copy.

But the possible use of a given appeal as I have pointed out varies with each type of product. Furthermore there is always the tremendous strength of novelty beckoning to the alert advertiser. Thus the new four-wheel brake permits in automobile advertising the use of the motive Fear, and the new balloon tire naturally appeals to Luxury-a form of pleasure.

In passing it is interesting to

observe that whereas two years ago in a certain weekly magazine I could find only six real advertising messages out of forty-five full-page advertisements, today, in the same magazine. out of seventy full-page advertisements there were forty forceful appeals. The day of the announcements is evidently nearly over.

In the very limited space at my command I feel profitably study

the usual devices for securing Energy. For you all are familiar with the advertisements which are reproduced from time to time with a record of fabulous results attached. as for the elemental points, such as good display, striking illustrations, etc., there is nothing that I can add here that would not seem trite and superfluous. Probably hundreds of writers taking a given article and constructing an advertisement with an appeal to let us say, Gain, would produce copy nearly even in Energy.

The point is to go back of the cut - and - dried procedure and work out a new angle. For novelty is such a tremendous aid that all sorts of things work when they are new. Many people, for instance, credit the spectacular progress of the radio industry to This very thing of its novelty. course is in the back of every advertiser's head and so a brief tabulation of the current output of America's stellar advertisers may help to widen our horizon.

The first sixty advertisements in a certain weekly magazine appealed to twenty-two different A listing of those motives. twenty-two motives will be found elsewhere on this page. (As you

will observe Quality with eleven and Utility with eight examples were in the lead.)

You see that the problem of securing Energy in the Copy has been attacked from twenty-two different angles. All these advertisers not only had several thousand dollars invested in the particular advertisement under

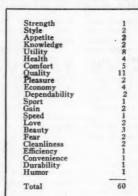
analysis, but they had also at stake a campaign which might be pretty close to the life blood of their particular business. In all these products the advertisers had a choice of at least 100 Did they all select the strongest? How are we going to get any better light on this than some one man's opinion-based in all probability on an incomplete understanding of the situation. One way to go about it is to examine the record of similar articles. Usually this record is very hazy and our judgment is clouded disturbing factors. (The Ability of the Product, for one thing, may upset everything.) Still we can, for example, easily pick out a toothpaste whose advertising appeals to Fear (are you losing your teeth?), and another which appeals to Beauty (don't

you want white teeth?), and ask druggists we run across how the

guarded reference to Fear under the suggestion of Safety may help

the sale of any article materially.

sales and profits compare.



that we cannot in sixty pieces of copy the twenty-TWO MOTIVES GIVEN ABOVE WERE FOUND

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Why worry?
Why work?
Let an advertisement
In The American Weekly
Work for you
And you'll have
No cause
For worry!
Thus we eliminate the
First question
With an
Answer to the second!
Skilled labor
Seven dollars a line.



1834 Broadway, New York

THE AMERICAN WEEKLY is distributed with the following Sunday Newspapers:

New York—American Boston—Advertiser Washington—Herald Atlanta—American Syracuse—American Rochester—American Detroit—Times

Chicago—Herald and Examiner Milwaukee—Telegram Seattle—Post-Intelligencer San Francisco—Examiner Los Angeles—Examiner Fort Worth—Record Baltimore—American

"If you want to see the color of their money-use color"." A.J.K.

or the employment of any powerful motive as a postscript to the principal motive may add an ap-

suppose we glance at a dozen current examples of rather unusual appeals. I will give only the heads. Many of these, of course are subdivisions of major motives, still that fact does not militate against their interest.

The Fountain of Perpetual Youth stays young. A car that improves with use. WILLYS-KNIGHT

Here is a powerful message which fits in with a very strong desire.

Do you know-or guess-your plant values today? The American Appraisal Company

An appeal to exactness. It should carry weight with executives.

A Social Success
Johnston's Chocolates

This appeal to women touches one of the mainsprings of modern life. If it were not for this struggle to win the admiration of our neighbors, think of the institutions that would perish overnight.

Columbus discovered America, America is discovering the Erie's through sleeping car to Columbus.

An odd little advertisement that will stick in the memory. I suppose we might classify it as a humorous appeal to Sequence.

Peace of Mind over the Counter.
MILLER LOCKS.

This most desirable of all human acquisitions, peace of mind, according to Thos. a' Kempis, and a host of philosophers and poets, forms an attractive attentionwedge.

Plan Well and Spend Wisely.

This combination of foresight and good judgment is an English slant. It may lack in novelty, but the virgin traveler is very apt to be influenced by a message beginning with strong common sense. J Stands for Joy Kraus Bros.-Lorwy Co. Rossnapping Cleaners

This is an effort to add a kick to the more usual motives of pleasure and satisfaction.

Be Popular!
Play a Washburn banjo and a welcome awaits you.
Lyon & Healy

We have tried many appeals in the advertising of these goods during the last twenty-five years. Popularity seems to be working out very successfully this season.

John B. Frimm, General Manager of the "pust" office, etc. COLGATE'S RAPID SHAVE CREAM

This full-page back cover appeal to Humor, embellished as it was, with a grotesque illustration, surely ranked very high in attention value. The subject of whiskers naturally lends itself to jocular writing but nevertheless this lengthy advertisement stands as a real contribution to Energy in Copy.

Why do Soldiers wear Uniforms? PURETEST IODINE—REXALL DRUG STORES

Curiosity, ever since the Garden of Eden, has been responsible for action. The question and answer method here employed is often about as direct an impelling force as one can find for certain products.

Let Sanity Prevail

This automobile advertisement strikes a rather original note. The objection of course to combating anything in the public prints is that the man who protests must take the negative. And there is seldom any money in "Don't" or "Not." People want to be sold on something—not unsold. But as a bit of courageous reasoning, undoubtedly very timely, this long advertisement is most interesting.

How much must you save to retire on Full Pay?

CALDWELL & Co.

New

John B. 1

This appeal to future ease seems to be along sound lines. Bankers thus far have only 1024

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Men and Women

who can and will buy your products are best reached in the Philadelphia Trading Area, the richest territory in the United States, through

THE NORTH AMERICAN

because 85 per cent. of its circulation is delivered to homes where the financial resources and standard of living are above the average.

Its Character Creates Confidence

THE NORTH AMERICAN

PHILADELPHIA

New York
John B. Woodward Woodward & Kelly
110 E. 42nd St. 350 N. Michigan Ave.

THE OLDEST DAILY NEWSPAPER IN AMERICA - 1771

Woodward & Kell 408 Fine Arts Bldg San Francisco R. J. Bidwell Co 742 Market St.







The HERMITan

A hermit may be a satisfied customer, but he never tells anybody

A DVERTISE to an Elk, and if your product is roduce right, you have started a campaign of good will that is immeasurable in its influence.

What is it worth to you to have 850,000 men who are the contact men in business, not only buying, but praising your product? Elks are the contact men of business.

They multiply the effectiveness of your

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rinted word in The Elks Magazine, by the reat force of word-of-mouth advertising.

850,000 friends and spokesmen for your roduct!

Advertise to Elks-not to hermits.

The Elks
Magazine

"850,000 Identified Circulation"
50 East 42nd Street, New York City

skimmed the surface in their advertising of the need or power of money. Who can answer this most vital inquiry offhand? Yet there are few things so important as knowledge of this sort.

If any reader should desire to see any one of the foregoing advertisements in its entirety I have no doubt he can obtain a copy by writing to the advertiser direct.

SLOGANS SHOULD GOVERN STUDY ON ENERGY SCORE

In slogans we can find food for the study of Energy if we keep an eye out for freshness. Here are a few I ran across today. Notice the motives:

Drive a Rolls-Royce and relax, All outdoors invites your Kodak. Everyone has a good word to say for the Cadillac. Such popularity must be deserved— Chesterfield Cigarette.

As an example of combining two powerful motives I have seen nothing better than this:

Guest Ivory costs 5 cents,—
If we charged you \$1.00 we could make
no finer, purer soap.

In a scientific effort to increase the Energy of the Copy one of the first things must be to cast the messages in a standard size. As it is now, for an outstanding unit we have only the page-and this is variable in size-besides being out of the reach of the pocket of the ordinary advertiser. It is simply folly to compare little advertisements with big advertisements, or to seek a gain in technique by the device of using a different space. If every runner chose his own distance it would be pretty hard to identify our best sprinters. But a similar condi-tion existed in space and space rates until the advent of the Milline. And the Milline by its accurate mirroring of values upon a common denominator basis quickly brought about improvement.

In conclusion it seems that after the plain essentials of clear text, striking illustration and adequate display have been taken care of, the Energy depends largely upon the happy fitting of the product

to as powerful a motive as possible. And the power of the motive in turn depends in part at least on the amount of novelty employed. For the word "advertising" means a "turning toward" and this can be accomplished only by something that is unusual, startling, awakening. I doubt if a man who works in an alarm clock factory would awaken from an alarm. Yet we all have heard of the city man who couldn't sleep in the country because of the quiet. The unusual impresses. Something to make the public turn in our direction, that is the quest! Perhaps a possible reader circle of 1,000,000 in a single pub-Yet how few of this lication! multitude will do more than scan the conventional advertisement, Genius here has full play, but in attaining its results we mark certain methods, certain ways of putting the message across that speak as indubitably of technique as the smile of the comedian which seems so spontaneous, and yet is surely the art that conceals the art. So let us not jump at the conclusion that the obvious is the best, but make research with infinite care, knowing that a tremendous reward awaits the solution of our copy problem.

A Guide for Trade-Mark Procedure in Latin America

For the guidance of American manafacturers doing business in Latin America, the Department of Commerce has published a pamphlet entitled, "Trade-Mark Protection in Latin America." This is the second of a series of the subject of acquiring and maintaining trade-mark rights in foreign countries. The first pamphlet in the series was "Trade-Mark Protection in Eu-

The latest bulletin contains a practical summary of trade-mark laws and regulations in Latin-American countries to gether with general advice on related phases of the use and protection of American trade-marks in those countries. It recommends that the actual procedure on trade-mark registration and litigation be entrusted to a competent farm of patent attorneys, preferably an American concern with foreign connections.

The department announces that the handling of foreign patent and trademark matters has been transferred from the Division of Foreign Tariffs to the Division of Commercial Laws.

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COOP the modern sales force

ARK back to the selling methods of twenty years ago. It took time and patience then to make a sale. The clerk had to expound the merits of an article before the customer bought. Now, a purchaser walks into a store and asks for an article by name—and gets it. The public has discovered, through advertising and through the modern use of color display, the goods that it wants.

The use of color in modern packaging, in store signs, counter cards and containers, in the brilliantly colored cut outs and window displays, has influenced the buying habits of the nation. Color has become the modern force in selling. A strikingly colored window display is a wonderful salespersuader. We know how to make displays that bring the crowds into the store. May we tell you about them?

Here at Color Printing Headquarters we know the influence that color exerts toward more sales. We apply that knowledge to the making of packages and labels that deliver the goods. And our customers keep on coming back for more. They like our folders, calendars, store cards, folding boxes, streamers, etc. The size of the order doesn't matter. We handle large or small runs with the same skill and care.

Many firms have found the assistance of our Trade-Mark Bureau helpful. With over 796,000 registered and unregistered trade-marks and names on file, we are in a position to determine, with authority, the registrability of any mark. But this service, important as it is, is supplementary to our color work. We are sure that we can meet your color ideas on cost and attractiveness. All we need is a chance to prove it.



We serve the whole Country through plants at

CINCINNATI - 51 Beech Street BROOKLYN - 90 N. 3rd Street

BALTIMORE - 444 Cross Street

THE UNITED STATES PRINTING AND LITHOGRAPH COMPANY

Color Printing Headquarters





Finding Facts between the Lines of Trade Investigations

Why Trade Researches Frequently Need to Be Given Laboratory Tests

By Monte W. Sohn

TRADE research has so many splendid accomplishments to scredit and its possibilities are to tremendous, that only a fool-ardy soul would attempt to mock this idea of building sales olicies on known facts instead of urmises. It is because trade inestigations are so vitally necessary nd can be turned to such profitble use, that a more careful xamination of the returns from urveys is so entirely advisable nd worth while.

This is particularly true of the westigation among consumers hich is conducted almost from art to finish through the mails. hese mail surveys must take into count, in the first place, the ractical joker and there are many i these. They take special depth in supplying manufacturers id others with misleading infortation which is difficult to detect less the returns are not merely anned but studiously examined one who can really read between

rone who can really read between e lines. Again, many people think one ay when their thoughts are excessed orally and an entirely direct way when they put their loughts on paper. Merely have g a pen between their fingers ems to cause them to make relies to questions that do not truly dicate their feelings in the matr. And, of course, many people to express themselves toperly in writing, which, naturly, has its effect on what appears the dotted lines in questioning.

Another factor that must be ken into consideration is the ste with which many questionaires are answered. The individual to whom a questionnaire is sent bes not look upon the list of questions with the same attitude of a portance as did the one who sailed it out when he corrected the

final proof. To the one who is asked to reply to a number of questions, the questionnaire is frequently an added duty which he shoulders for reasons of friendship or otherwise and to be disposed of with the least mental strain and in the shortest time possible. Obviously, when anywhere from twenty to 100 or more questions are replied to at the rate of at least five per minute there are going to be some errors of judgment and expressions of opinion that would read quite differently were they the result of more mature deliberation.

SIGNATURE NOT THE LAST WORD

Finally, trade investigation returns should be put through some sort of laboratory test because although they may be signed by the individuals the investigator wanted to hear from, they may actually have been filled out by some other individual of less consequence. A busy dealer might give a questionnaire to one of his clerks to fill out and then sign it, thus salving his own conscience and incidentally leading the investigator astray.

A few years ago, a mail investigation of the users of a certain type of feminine wear raised the question, "What kind of automobile does your (husband) (family) drive?" The manufacturer hoped to find a new type of quality atmosphere for his copy. He hoped to discover that ladies who rode in America's finest cars led the list of users of his quality article.

He did. Based on the replies, Rolls-Royce was leader of the list . . . by four times as many Rolls-Royces as were in all of America, including Canada.

It is to the manufacturer's credit that he did not use the replies as they had been received. A simple check was made which readjusted the figures appreciably, yet left him with a very happy

story motive for his advertising copy and merchandising effort.

Another instance, with which the writer had intimate contact was the case of a leading maker of steam heating devices. The head of the company had built a huge volume for his factory's product and his son, a bright chap of an inventive mind, had developed a new type of automobile door lock for closed cars. Manufacturing had begun and immediate success had followed. The factory was running to capacity and additional floor space and machinery were being provided to increase production.

But the young man was not satisfied. He wanted to advertise to the car manufacturers, engineers, purchasing agents, and others on whom the extension of acceptance for the lock seemed to depend.

Letters to such officials at the factories asking questions affecting improvement and increased owner satisfaction brought highly gratifying replies. It was a big selling asset. It lifted the Blank Sedan out of the ordinary. It was a beautiful piece of workmanship. It was beautifully made. It was a delight to the eye. Particularly this Beauty and Charm The suggestions for improvement were few and impractical. But the "delight to the eye" thought echoed and re-echoed through the replies.

MERIT WAS FORGOTTEN

Nothing was said about the merits of the lock—its peculiar kind of catch—the whole point of its superiority.

A new questionnaire was devised and sent to salesmen and sales managers in the retail field. Immediately an astounding fact was uncovered.

The prime feature of the lock—a curious and inconspicuous little latch button that made the car theft-proof—had never before been noticed. The lock had been treated as just a lock, different only as to design of handle and finish, beautiful thing, but ordinary as a moron.

And this discovery was made because factory men had said too much about its beauty. Subsequently a campaign of direct-mail effort to these salesmen was undertaken, backed by consumer advertising on a broad scale and the future of the lock is now secure.

Different—yet not radically sois the case of the maker of another type of motor car equipment. In this instance, factory equipment had been won in the cases of fifty leading car manufacturers.

The maker of the instrument sought the consumer viewpoint on his product. He wanted to know how they liked it, but he thought he'd kill two birds with one stone. He therefore tucked a How-Do-They-Like-It questionnaire into a letter to all the sales managers of retail car dealers whose cars were equipped with his device. In this letter he stressed the fact that the device should be used as a selling argument by the car salesmen—something to make car sales easier.

Less than a dozen of these thousands of sales managers who replied made the statement, viz. "They seem to like it mighty well, but I don't know whether they use it."

And those dozen comments, some of them buried under "Remarks," changed the whole nature of the advertising, merchandising and distribution of the product because it was later disclosed that more than 40 per cent of the cars so equipped were owned by motorists who would not use, could not use, or were not aware of the advantages that follow the use of the device.

Trade investigations settle many questions as to marketing, merchandising and advertising of products, but in an amazing number of instances, it is the voice of the minority of repliers—the very small minority—which shapes and reshapes an entire production and sales policy.

And that is why the trade investigator, having proved or disproved the case of the product in whose name he serves, must carefully analyze every fact his research brings forth—even though that fact be only what chemists call "a trace."

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MORNING PAPERS

GET ACTION

JUST as the scientific farmer prepares the soil so as to get a bumper crop—

THE Cincinnati Enquirer has made ready the essential elements in the Cincinnati market so that your product will win full recognition and produce sales.

L A. KLEIN Chicago New York The

R. J. BIDWELL CO. 742 Market Street San Francisco

CINCINNATI

One of the World's Greatest Newspapers

National Biscuit Selling Plan Upheld by Court

Circuit Court of Appeals in New York Reverses Federal Trade Commission Order Which Demanded That National Biscuit Company Recognize Buying Pools Formed to Obtain Discounts

THE order of the Federal Trade Commission, commanding the National Biscuit Company to cease and desist from refusing to recognize pools for purposes of discount has been reversed and set aside by the United States Circuit Court of Appeals in New York.

The case was argued before Judges Hough, Mayer and Manton on April 17, and on May 5 the Court, through an opinion of Circuit Judge Manton, found that the discount policy as applied by the National Biscuit Company between chain stores and individual retailers was in all respects fair and lawful, and that the order of the Federal Trade Commission was improvident and should be reversed and set aside.

An account of the hearing before the Federal Trade Commission was given in an article "National Biscuit Company's Selling Plan on Trial," page 10 of PRINT-ERS' INK. of December 20, 1923.

The Commission's order charged the National Biscuit Company and the Loose-Wiles Biscuit Company with:

(1) Discriminating in price between purchasers operating separate units or retail grocery stores of chain systems and purchasers operating independent retail grocery stores of similar kind and character purchasing similar quantities of respondents' products, where such discrimination is not made on account of difference in the grade or quality of the commodity sold, nor for a due allowance for the difference in the cost of selling or transporting nor in good faith to meet competition in the same or different communities.

or different communities.

(2) Giving to purchasers operating two or more separate units or retail grocery stores of chain systems a discount on the gross purchases of all the separate units or retail stores of such chain systems, where the same or a similar discount of gross purchases is not allowed or given to associations or combinations of independent grocers operating retail grocery stores similar to the

separate units or stores of such chain system.

The opinion of the Court, as handed down by Circuit Judge Manton, reads in part as follows:

We conclude that the sales policy of the petitioners as to their discount plan as well as the refusal to sell co-operative or pooling buyers, is fair in all respects as to all its competitors and customers.

This policy obviously does not affect the public interest nor deprive it of anything it desires. It is a practice which is recognized by manufacturen of bakery products and is inoffensive to good business morals. It was error to direct the petitioners to sell to individual grocers who pooled their orders of purchase or who bought on a cooperative basis. While a chain store owner may handle more crackers because of his ownership of more than one store, this is but the result of healthy competition.

A manufacturer of biscuits cannot be expected to adopt a uniform policy that is appropriate to meet the small buyer and the large buyer. There is no discrimination between the large buye such as the owner of a chain store, and the grocer owning but one store. There is evidence in the record that many individual grocers do a large enough business to win the discount provided for under the petitioners' policies.

A pool is organized merely to buy

A pool is organized merely to buy and not for selling purposes. The manager of the pool, when it has a manager, merely buys as an agent or employee of the pool. He has no control over any of the various grocers in the pool. He incurs no financial liability. Each member of the pool controls his own business and is liable for his own indebtedness.

The case is different where the sale is made direct to the manager of a chain unit. By pooling purchases, the retail customers of the petitioners would afford no service in the sale of the petitioners' product to the consumers, beyond that which each furnishes individually, and it may be noted that the advertising of the large chain stores inures to the benefit of the petitioner' products by creating a widespread and uniform demand for their products and consequently larger sales.

J. H. Carl with United States Tent & Awning Co.

J. H. Carl has been appointed advertising and sales manager of the United States Tent & Awning Company, Chicago. He was formerly with the export department of Montgomery Ward & Company, Chicago.

Richmond, Va., Better Business Bureau Appointment

H. G. Mitchell, of the Richmond, Va., Better Business Bureau, has been elected manager.



A Great Meeting produces O An Important Issue

Our Twelfth Annual Meeting
Number will covry the aming
year's program of action for
organized business to
200,000
leading business men

Forms close May 20th Rate — \$750. a page (\$3.75 a page a thousand)

> NATION'S BUSINESS

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5, 1924

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The Cleavage in the New York Farm Market

You can now reduce your selling cost. You can now concentrate your advertising on the farmers most able to buy

THE New York farm market is divided into two distinct fields. There is the general farmer struggling against Western competition to try to make both ends meet. And there is the prosperous dairyman who supplies the greatest market in the world, New York City, with its milk. It is the dairymen who produce the bulk of the agricultural wealth in this territory. It is the dairymen who are the prospects with money to spend. It is the dairymen who are the farmers both able and willing to buy your goods. It is the dairymen to whom you should advertise if you want to get the greatest returns per dollar.

This is a relatively new condition. The dairymen have not always been so sharply drawn off from the rest of the field, so prosperous by contrast. A few years ago they were fighting for their very existence. They were forced to accept prices often far below their cost of production. No one came to help them. They found they must work out their own salvation. They formed

the Dairymen's League Cooperative Association.

The largest milk distributor in history

Today the Dairymen's League markets the milk of the 70,000 most progressive and worthwhile farmers in the New York territory. It sent them in 1923 an average of \$1500 apiece for their milk. (They have, in addition, an income from general farming as large as the average.) The League has assets of over \$12,000,000 invested by its prosperous and far-sighted members. It obtained milk prices 26% higher the very first year it was It has opened the way to a new prosperity. It points the road to an even more prosperous future.

The League is one of the most vital forces in the lives of its members, the farmen you want to sell. Its publication, the Dairymen's League News, is their favorite farm paper. The News is the one best medium through which you can sell these men-most-worthyour-while.

The News is the standard bearer of the cooperative farm movement. It tells its 70,000 readers of the progress of their organization in marketing their milk. It teaches them how to produce their milk more scientifically. It serves no political purpose. It furthers no private enterprise. It is the one agricultural paper in the world owned and controlled by its readers. It is the one publication whose reader-interest never varies, whose influence over its readers week by week stands supreme.

A more powerful medium

The advent of the News into the New York farm market seven years ago opened the road to advertisers everywhere to more economical sales to this It enabled them to market. reach the cream of this market more economically than ever before. It enabled them to reduce their selling costs by concentrating their advertising on their most logical prospects. It gave these prospects a hitherto unrealized urge to buythe urge to buy from those manufacturers who support their paper.

Advertisers who tried the News increased the size of their contracts again and again. New advertisers are now coming in weekly—one recent issue carried the first insertions on eight new contracts from national advertisers.

If you want the story of the remarkable change in the New York farm market—the change which gave birth to a new and more powerful medium - clip the coupon below. The coupon brings you a booklet. booklet tells you of the rise and growth of the Dairymen's League. It tells you of the change which has come over the New York dairyman-the change in his business, the change in what he reads, the change in how he buys. tells you how he is marketing his milk more economically now. And how you can sell him more economically - and efficiently-through his paper, the Dairymen's League News.

You owe it to those for whom you buy space to clip this coupon today. Investigate!



Dairymen's Le	ague Nev	vs, 120	West 42	d Street, M	New York	, N. Y.
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Address						
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Modes & Manners



THIS modern fashion magazine will appear for the first time in June. It will not be sold on news stands; it will go directly into the homes of its readers. Its circulation will be composed of 250,000 influential people of certified buying power concentrated in recognized trading zones.

Modes & Manners will be a medium worth watching.

THE STANDARD CORPORATION PUBLISHERS

CHICAGO NEW YORK PARIS

PATRICK F. BUCKLEY, Advertising Manager 222 EAST SUPERIOR STREFT, CHICAGO, ILLINOIS

ROBERT R. JOHNSTON, Eastern Advertising Manager 681 FIFTH AVENUE, NEW YORK, NEW YORK

What's the Underlying Factor in Advertising Success?

E. St. Elmo Lewis, George Frank Lord, Charles R. Wiers and Others at Buffalo Convention of Advertising Affiliation Say: "An Understanding of Human Nature"

THE need for an understandphasized as the underlying factor
of advertising or merchandising
success today by most of the
speakers at the twenty-first annual
convention of the Advertising
Affiliation held at Buffalo, May 9
and 10. Advertising clubs of
Cleveland, Detroit, Rochester,
Jamestown, Erie, Pa., Hamilton,
Ont., Canada, and Buffalo were
represented by more than 800 men
who attended four business sessions.

E. St. Elmo Lewis, vice-president of the Campbell-Ewald Company, Detroit, spoke on "The Human Side of Merchandising." He admitted that the introduction of economics into business practice, which has been so noticeable since the war, has been a valuable aid to merchandising, but said that the time has come when we must use the qualitative analysis as well as the quantitative in order to realize sales possibilities to the fullest possible extent.

"It is essential to base our production and sales goals on the population of the country, its per capita wealth, on the current crop condition in a given locality and on the known records of sales of a certain commodity to a certain class of people," said Mr. Lewis. "but it is becoming more and more essential for us to go beyond the slide-rule measurements of the engineer and find out what makes people buy. Advertising consists, in the final analysis, of getting inside the customer's head and manipulating the contents so that he will want to buy your The customer's products. may not have much content, but whatever is there controls his pocketbook."

George Frank Lord, manager of the advertising division of the Chevrolet Motor Company, Detroit, spoke on "Analyzing the Market" and, like Mr. Lewis, laid stress on the importance of an understanding of human emotions and buying impulses. "The real market for all goods is a mental market," he claimed. "It is in the mind of the people that the buying impulse starts. When you are dealing with a market of so great an extent as 110,000,000 people your proposition is subject to the law of averages just as is life insurance." He brought out the thought that buying impulses of the future could be predicated on records of the past, coupled with an understanding of the variability of human nature.

WATCH BUYING IMPULSES

He spoke of the necessity in the automobile field of keeping in constant personal contact with the market. Automobile production must be charged about one year in advance. Buying impulses of the public change sometimes overnight and for this reason the automobile manufacturer who does not keep close to the shifts of buying impulses is subject to disastrous setbacks. "All of the automobile manufacturers of the country made a mistake in analyzing the market for 1924, which resulted in over-production, and that has been further aggravated by a late spring," Mr. Lord stated.

Mr. Lord uses a mathematical analysis of his market to start with, but works on the theory that statistics and figures are valuable only up to a certain point. The territory has to be divided according to known local conditions and then knowledge of sectional buying impulses and a better understanding of the human nature of the individual in so far as it affects his buying preferences must be obtained through the salesmen operating in the territory, through

the dealer and through intensive and continual study of field conditions by representatives of the home office.

The writing of advertising that will sell comes spontaneously when the advertisement writer knows the human elements that govern his market, Mr. Lord pointed out.

Charles R. Wiers, vice-president, DeLong Hook & Eye Company, Philadelphia, urged an understanding of human nature in dealing with salesmen and the trade. He seeks through his correspondence with customers to gain a closer knowledge of local conditions that will aid in increasing sales. Men who have to write letters to the trade should do more constructive thinking, the speaker claimed. On the average letter depends an order or perhaps a customer. Therefore the importance of putting thought into the letter.

"The Human Element in Modern Merchandising" was the sub-ject of an address by W. T. Grant, president of the W. T. Grant Company, a chain of department stores. The human element is the most important affecting merchandis-"Whatever success ing, he said. our company has had has depended on the human element." Mr. Grant declared. "Our first store employed twelve girls. Each one of the twelve was asked to visualize her department as her own little store-she was the 'store operator' for her depart-ment. I was the service department for all twelve 'stores.' Today one of these girls is a chief officer of the company, drawing more than \$15,000 a year. All of these original girls have shown ability in our organization and today, with the help of my associates, we have mostly that kind of girl in our stores from coast to coast. . . .

"Ninety-nine per cent of the men in our executive offices have been developed inside the organization. . . . We give each employee a game to play and make his promotion depend automatically on how well he does his part"

J. E. MacWilliams, sales manager of J. N. Adam & Company, a Buffalo department store, said that merchandising is getting goods to the people—advertising goods to the people to the goods. In advertising, he said, most big stores have come to the conclusion that the peak of large newspaper space has been reached and that more intensive merchandising efforts must be used if progress is to be continued.

NEW ERA IN DEPARTMENT-STORE COPY

In the last few years throughout America there has come a very definite change on the part of the department store toward the woman who shops, declared S. A. Weissenburger, publicity director of the Halle Brothers Company. Cleveland. Today the successful department store tries to get the customer's viewpoint and to please her to the top of its ability. Department-store advertising has in the last few years been taking a bath, he said. It has a new voice -winning, persuasive and truthful. The voice interprets the store to the woman in a way that she can instinctively recognize as the voice of a friend.

Alex Osborn, vice-president of Barton, Durstine & Osborn, New York and Buffalo, spoke on "The Four Legs of Merchandising." Distribution, advertising, reselling and the product itself are the four legs of most merchandising plans, he said, and they are generally considered in that order. The importance of the product in determining the other phases of the plan demand that it be considered first, he pointed out. Too many advertisers make the mistake of considering it last.

"Merchandising starts at the inception of the product," Mr. Osborn said. "What shall its color be? What shall be the flavor? What the price? Shall it be this size or that size? How shall it be packaged?—these and many other questions are fundamental in determining the advertising and selling plans."

Other subjects covered were: "Reaching People Where They ompany, re, said getting certising goods, lost big conclue newsned and andising

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-STORE

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were: They

"Many Men of Many Minds"

WHEN a man buys a catalog or a booklet, he forms a mental picture of the finished job. When he calls on several printers for estimates, he tries to make each one see what he has in his mind's eye.

Unfortunately there are no words that can make a mental picture clear to men of different types of mind.

The buyer can get his ideas across only when he finds a man who sees eye to eye with him, and who has the same ideas of what constitutes good workmanship.

Charles Francis Press

461 Eighth Avenue Telephone Lackawanna 4300

Printing Crafts Building, New York

Ma

Live," by Harry Varley, of W. L. Brann, Inc., New York; "Distribution and Marketing," by F. A. Wilson-Lawrenson, publisher Georgian-American, of Atlanta, Ga.; "Selling the Specialty Field," by H. B. McMaster, manager of agencies, Art Metal Construction Company, Jamestown; "Law Enforcement," William J. Donovan, United States district attorney, Buffalo; "Is America a Great Nation?" Fred B. Smith, assistant to the president, Johns-Manville Company, New York; "Merchandising Methods That Meet Modern Marketing Needs," William H. Rankin, president, Wm. H. Rankin Company, New York; and "Life and Laughter," Irving O'Hay, New York.

It was announced that the advertising clubs of both Erie and Jamestown had decided to join

the Affiliation.

Clinton R. Lyddon, president of Lyddon & Hanford Company, Rochester, was elected president of the Affiliation for the ensuing year. Frederick W. Kendall, Jr., advertising manager of William H. Walker & Company, Buffalo, was elected first vice-president: Charles Peebles, general manager, McLarens, Ltd., Hamilton, Ont., second vice-president, and Arthur P. Kelly, of Roches-ter was re-elected secretarytreasurer.

The next convention of the Advertising Affiliation will be held

at Hamilton, Ont.

Pacific Coast Advertising Men to Meet at Fresno

The Pacific Coast Advertising Clubs Association will hold its annual convention at Fresno, Calif., from May 25 to 28. The semi-annual meeting of the California Advertising Service Association is to be held at Fresno at the same time.

Henry E. Snow Dead

Henry E. Snow, on the advertising staff at the New York office of The Sporting News, St. Louis, died at New York on May 4. He was sixty-four years of age and had spent his business life in advertising work in the agency, department store and publishing fields.

New York Office for Buckley, Dement & Company

An office at New York has been opened by Buckley, Dement & Company, direct-mail advertising, Chicago. This office will be under the management of Harry A. Grace, who has joined the company as vice-president. For the last five years Mr. Grace has been with the Westinghouse Lamp Company as advertising director. William J. Jennings, who has been a member of the Chicago staff of Buckley, Dement & Company, will be associated with Mr. Grace in the New York office.

York office.

Window Display Men to Meet at Cleveland

The first annual convention of the Window Display Advertising Association will be held at the Hotel Cleveland, Cleveland, Ohio, from September 29 to October 1. The organization of this association was reported in PRINTERS' law of March 27, page 100. Membership of the association includes display or promotional managers of national advertisers; manufacturers of display advertising material; retailers, and trade publications in the window display field.

Richmond, Va., Advertising Club Elects New Officers

R. Taylor Coleman, of the Chesa-peake and Potomac Telephone Company, has been elected president of the Richmond, Va., Advertising Club. He succeeds F. D. Fox. B. Y. Kinzey, who was secretary-treasurer, was elected first vice-president; George W. Rogers. second vice-president, and August Dietz, secretary-treasurer.

Success Manufacturing Company Appoints Churchill-Hall

The Success Manufacturing Company, Gloucester, Mass, has placed its advertising account with Churchill-Hall, Inc., New York advertising agency. Advertising in women's mag-azines is planned on Success All-Stel refrigerators, Success flower boxes and Success and Perfection ash sifters.

Joins Harry C. Michaels Agency

Harold Mayer, formerly with George Batten Company, has joined the staff of the Harry C. Michaels Company, New York advertising agency. He will be manager of mechanical production.

G. A. Ryan with "Vanity Fair"

Gerard A. Ryan, formerly on the advertising staff of the New York Evening Post, is now on the advertising staff of Vanity Fair, New York.

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15, 1924

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NEW YORK OFFICE Dan A. Carrell 110 E. 42d Street



Analysis of Washington as a Market

reveals many unique conditions, which make it unusual and worthwhile. For instance:

In population Washington, with its half million, outranks six entire states; and is the fourteenth among the cities of the U.S.

Thus you see it is a compact market, concentrated in 69 square miles—the home of prosperous people who earn liberally and spend generously.

And the advertising problem is simplified for The Star reaches practically all of themmaking necessary only this one medium.

> Those further details in which you may be specifically interested will be furnished upon request.

The Evening Star. WASHINGTON, D. C.

> CHICAGO OFFICE J. E. Lutz Tower Building



Fastest Growing Circulation in Cleveland

During the past six months the Cleveland Evening News gained 25 per cent more circulation than any other Cleveland evening paper,

—and 150% more circulation than any other Cleveland morning paper.

The circulation increases of the papers during this same period were:

News - 8407 Average copies per day Press - 6642 Average copies per day Plain Dealer, 2909 Average copies per day

Briefly, the rate of increase in circulation of the News during the above period was one and one-half times the rate of increase of the other evening newspaper and over 15, 1924

three times the rate of increase of the morning paper.

The above figures are based on circulation reports made to the United States Federal Government by these papers.

To sell your goods in Cleveland, advertise in the Evening, advertise in the NEWS.

The Cleveland News and Sunday News-Leader are represented by George A. McDevitt Co., 303 Fifth Avenue, New York, and 914 People's Gas Building, Chicago.



Northwestern Dealers and Salesmen Know the Value of Advertising in The Farmer to Them

These Dealers'
Views Are
Typical

"We feel that more good will be accomplished through THE FARMER than in some other farm publications located in the East, who are out of sympathy with Western farmers and business men."

BLUE EARTH. MINN.

"We consider advertising in a real home farm paper like The Farmer, will be of more benefit than in some high-toned papers."

OLIVIA, MINN.

"The Farmer has the largest circulation of any farm paper in this territory. We sincerely hope will continue their advertising in The Farmer as it is valuable to ourselves as well as to them."

FAIRMOUNT, MINN.

HAVE you ever sold to retailers?

If you have, you know

▲ ▲' If you have, you know what it means to be able to show that your company is advertising regularly in the publication which the retailer knows is read by most of his customers.

You can't fool the real mer-

chants today. Stupendous total circulations fail to awe him. He knows what publications have the most influence and are read by the largest number of his customers.

Northwestern merchants know THE FARMER, St. Paul, has served the farmers of their territory for more than 42 years, and is subscribed to by half or more of their farm-customers.

Salesmen know it is easy to merchandise FARMER advertising.

Your Northwestern dealers and salesmen will put more push behind your product if you back them up with FARMER advertising.



The Northwest's Only Weekly Farm Paper Saint Paul, Minnesota

Wallace C. Richardson, Inc., 95 Madison Ave., New York



Standard Farm Papers, Inc., Transportation Bidg., Chicago

Largest Farm Circulation Covering the Northwest

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Impossible Markets! Find the Argument to Win Them

The Creamery Package Corporation Discovered That "Impossible" Meant Only "Neglected"

By Ralph Crothers

In every business, no matter how well established and how long territories have been combed, there always seems to be a neglected market. There is always some spot which has been overlooked, some class of business which has not been previously considered as a possible sales outlet, but from which sales can be obtained when a new selling argument is worked out.

A new sales outlet which ran into considerable volume was discovered by a manufacturer of talking machines when hundreds of them were sold to fire houses as the result of a new drive. In another case, the salesman who spent three months in a certain town instead of three days, discovered enough neglected sales outlets completely to revolutionize the sales policy of his company.

Where are these neglected markets and how can they best be searched out? The experience of the Creamery Package Manufacturing Company, maker of refrigerating machinery, indicates that the way to find a neglected market is to look for it where sales obstacles seem most difficult.

A decline in the sale of refrigerating machines to one particular type of customer—the creameries—caused the company to make a quiet investigation. It had been thought that the saturation point in this particular field had been reached. It seemed that every creamery which could possibly be sold had either bought or was, for the time being, definitely out of the class of prospects. But investigation revealed a neglected market. This consisted of about 3,000 small creameries located near lakes in the northern part of the country. These creameries took their ice from nearby lakes and received their

full supply practically for the cost of cutting it. They were in an ice country, almost surrounded by ice which they received for nothing, so the market had been neglected. It appeared to the salesmen as if a prospect who could get ice for little or nothing furnished a very poor chance for the sale of a \$3,000 or \$4,000 mechanical refrigeration plant. Refrigeration machine salesmen on their trips felt that a visit to this particular class of creamery would be something like trying to sell hot water bags to the Hottentots or ice cream freezers to the Eskimos.

RESEARCH FINDS SELLING ARGUMENT

However, upon investigation there were found many convincing reasons why the small creameries near the lakes were neglected, but not impossible. The most prominent of these were the cost of harvesting the ice, the natural wastage on account of its running away, the heavy depreciation of ice-house building, the danger of an ice failure during a mild winter, and the moisture and dirt accompanying the process of cooling cream with natural ice. For these reasons it could be shown that a mechanical refrigeration system would pay for itself in the course of time.

The next problem was to get the creameries, which had been neglected as possible prospects, to appreciate and consider the virtues of a mechanical refrigeration system. It was largely an educational job to tell the creamery owner something of the technical advantages of the machine and at the same time to interest him through some human appeal. A series of direct-by-mail pieces was decided upon, together with a supplementary trade-paper ad-

vertising campaign. It was realized that refrigeration was a hard subject to spring on the owners of the small creameries and to gain interest quickly without preparation. The main shot of the campaign was made out of a booklet containing a love story which would bring in the use of the refrigerating machine. At the end of the story George, the young butter maker, wins the hand of the creamery owner's daughter after he puts in a refrigeration machine and helps the old man win the butter prize. The reader is told that if he, too, wants to control the temperature so necessary to ripen his cream properly he had better mail the enclosed card.

The mailing of this booklet was preceded by a four-page, threecolored, illustrated letter, which featured the technical arguments for installing the mechanical refrigeration system in a creamery. Ten days later this was followed three-colored broadside. which brought out the Creamery Package refrigerating and service, and ten days after that the love story booklet arrived. Both of the first two pieces mentioned the booklet which was to follow and offered to send it if a return card was sent back. This card also inquired whether the prospect had refrigeration or not and if so the

This unusual type of sales approach to the neglected market brought rather unusual results. More than 500 cards were returned which asked for the booklet. Of these 160 indicated that they were good live prospects. The inquiries were scattered among the territories of sixteen branch offices so that no accurate record of sales so far made is available. short time, however, six sales, which each aggregated \$2,000 up, have been directly traced to the campaign, and many more, the company says, were made which undoubtedly should be credited to the campaign.

This experience of the Creamery Package Manufacturing Company proves again that there is never a

time in the history of a business when there is not some neglected market which can be profitably worked if a new sales approach can be thought out in advance. It sometimes is found that a salesman hesitates to work the big dealers, the men who do the bulk of the business in their own home town. They are afraid of the big fellow and he represents the neglected market. In other cases, salesmen on far territories hit only the big cities and neglect the small and unusual sales outlets which can later be profitably worked by a special campaign from the home office.

In every business there is some neglected market. Surely, if the Creamery Package company could sell \$2,000 machines for making ice to men who previously secured the ice at what they thought was little or no cost, there is an opportunity in almost every business to discover a neglected market and work it profitably with the help of a new selling idea.

Illinois Glass Trade-Marks Prescription Bottle

Trescription Dottle

The Illinois Glass Company, Alton.
Ill., corrugated fibre products, folding cartons, corks, caps, labels, and machinery for bottlers, has made application for registration of the words "Priof Finish" for trade-mark use on glass bottles of the type closed with metal caps. About 60,000 "Blue Metal Capped" prescription bottles have been mailed to the retail drug trade, Prinstrass' Ink is informed by L. M. Albright, advertising manager. No special advertising is contemplated until the results of this sampling campaign are known.

Campaign to Advertise Preston Springs

The curative springs at Preston, Ont., are being advertised in Canadian newspapers and magazines in a campaign conducted by the Preston Springs Hotel. The James Fisher Company, Toronto advertising agency, is directing this advertising.

Joins Weeks Photo-Engraving Company

Bert L. Shontz, formerly advertising manager of the D. L. Ward Company, paper, Philadelphia, has joined the sales staff of the Weeks Photo-Engraving Company, also of that city. ousiness eglected offitably pproach dvance, that a ork the do the cirr own raid of presents in other

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This circle—radius 150 miles—is the third largest market in the United States.

It is known as the 40th State. The population exceeds 436 million.

The 40th State last year spent \$18,504,200,000. And it's buying more and more all the time.

Sell to this big market. One newspaper serves the entire 49th State—St. Louis plus its trading area.

For Information Address

GUY S. OSBORN

360 N. Michigan Avenue Chicago

REPRESENTING

St. Louis

Globe-Memocrat

Largest Daily in the 49th State

Col. H. M. Byllesby a Pioneer in Customer-Ownership

OLONEL HENRY M. BYL-CLESBY, who died on the first day of this month, was one of the pioneers in the field of customer ownership of public utilities. For over forty years he was closely connected with the growth of the electrical industry and the operation of utility properties in this country. Since 1902 he had been the head of Henry M. Byllesby and Company, of Chicago, which financed, constructed and operated electric and gas properties in approximately 600 cities and towns in the Middle West, West and South.

Few men were more active and accomplished more toward improving the status of public utilities corporations in the mind of the man on the street. Colonel Byllesby was one of the first operators of utilities to insist that his properties understand and employ advertising and advertising organization is methods. His commonly regarded as one of the first if not the first utilities syndicate to establish a real advertising department.

In 1914 Colonel Byllesby became interested in promoting the sale of the securities of his companies to the customers of his gas and electric companies. During the next year he put this plan into effect. The record for that first year was 326 sales and 2,063 shares sold. Last year there were 25,711 sales and 130,995 shares sold to customers. Holdings average around \$850 per shareholder, the company estimates. To Colonel Byllesby the plan of customer-ownership was a fundamental policy in modern utilities operation, far more important in its economic and political significance than the obvious financing advantages that it incorporated.

Colonel Byllesby got early electrical training alongside Thomas Edison and Samuel Insull. In 1912 Edison made his only trip to Chicago in thirty years to be the guest of honor at a dinner commemorating the tenth anniversary of the Byllesby company. Colonel Byllesby was chief purchasing agent for the American Expeditionary Forces in Great Britain and the Scandinavian countries during the recent war, and was decorated with the U.S. Distinguished Service Medal and the British D. S. O. He was sixtyfive years old at the time of his death.

W. T. Grant Chain Growing

The W. T. Grant Company, New York, operating a chain of department and variety stores throughout the country, reports the opening of eight additional stores during 1923, and the remodeling and enlarging of six stores previously in operation. The new stores were opened at Baltimore, Md., Waco, Tex., Meriden, Conn., Toledo and Lima, Ohio, and Hyde Park, Rockland, and Norwood, Mass. On January 31, the company had fifty-nine stores in operation. operation.

operation.

During 1924, additional stores will be opened at St. Paul, Minn., Atlanta, Ga., Greenville, S. C., Hazleton, Pa., Houston, Tex., Davenport, Ia., Altoona, Pa., and Oshkosh, Wis.

The company reports sales for March of \$1,734,213, an increase of 13 per cent over March, 1923; and sales for the quarter of \$4,549,619, an increase of 21 per cent over the overset March 1923. per cent over the corresponding period of last year.

New Sporting Publication for Western Colleges

The Big Ten Weekly is the name of a new publication, with headquarters in Chicago, which aims to cover the field of sports of ten Western universities known as the Western Conference. Rob-ert E. Clark, head of the Clark Subscription Agency, is business manager. The paper will be published each Wednesday in the year with the exception of the months of July and August.

Plan Campaign for "Rotobaker" Steam Engine

Baker Motors, Inc., Erie, Pa., have patented a rotary steam engine and named it the Rotobaker.

An advertising campaign will start later in the year. This account is handled by Oliver M. Byerly, Cleveland advertising agent.

Vetex Corporation Appoints John Jex Martin

The Vetex Corporation, Chicago manufacturer of watchmen's clocks, has placed its advertising account with the John Jex Martin Agency, Chicago.



Work Resulting in

ACHIEVEMENT

NATIONAL VAUDEVILLE ARTISTS, Inc.

"A wonderful book and the most artistic piece of printing I have ever seen." -FRED STONE, President N. V. A.



HE most magnificent souvenir program ever published five hundred and twenty pages printed in two, three and four colors and bound in de luxe style-was created and executed by Isaac Goldmann Company in the short space of one month. The results are self-evident and our pride is the satisfaction of a skilled workman.

EIGHTY LAFAYETTE STREET, NEW YORK CITY Printers Since Eighteen Seventy Six

One of a series of advertisements on the Versatility of the Goldmann Plant



Telephone FRANKLIN 4520

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The DEALER WHO MAKES YOUR HOUSE -A HOME



N every town or city there's a dealer who does more than any other to make that community one of good citizenship. Your own home is a testimonial to his service.

By his system of credits, the best developed in the retail field, he enables the family of moderate means to enjoy the comforts of real home life.

On his floors you will find everything that is used in furnishing a home or in making it more attractive.

His business is good—because he truly renders a service. Drop in and investigate this retail outlet in your own vicinity first-hand. Then you'll see why it offers manufacturers one of the most profitable outlets for their products.

Members The A. B. P.

The Grand Rapids GRAND RAPIDS

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15, 1924

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This illustration was done in our studio for the Knoxville Table & Chair Company, advertisers in The Grand Rapids Furniture Record.

ANY of the merchandising ideas and services which the retail furniture stores use are suggested to them by their business paper—The Grand Rapids Furniture Record. This journal has served the field for 25 years—ask the retailer where it stands with him.

Members The A. B. C.

Is Furniture Record MICHIGAN, U.S.A.

45,000 Homes 47,000 City Circulation

Thats Coverage for You

Total Net Paid More Than

79000

SUNDAY 90000

The Birmingham News

THE SOUTH'S GREATEST NEWSPAPER

NATIONAL REPRESENTATIVES

KELLY-SMITH CO. New York J. C. HARRIS, Jr. Atlanta KELLY-SMITH CO. Chicago

How to Get Full Value Out of Line and Halftone

There Must Be an Artistic Blending of These Two Widely Divergent Mediums, Influenced by Quality of the Original and Complete Understanding of Engraver's Part in the Work

By a Commercial Art Manager

E\ERY so often an advertiser brings out a supposedly "new" illustrative technique, only to be reminded of the fact that it is, in reality, a veteran in the disguise of Youth. Among these hardy perennials is the blend of pen and ink, with wash, reproduced in combination-plate form.

There are so many variants of this school of illustration and so numerous are the innovations during recent years, it is not to be wondered at that the public looks with singular interest upon such effects, wondering how they are accomplished.

In the ideal combination plate, there is no compromise. The line parts are wholly that, while the halftone areas are very obviously clear in their points of demarca-

There has recently appeared a series for Van Raalte products which in every respect exemplifies the true possibilities of the "combination plate" as your engraver knows it. These advertisements, three-quarters or more pictorial, achieve results which must be rather baffling to the technically uninitiated.

The leap from the halftone screen to the open, sketchy penand-ink, is clearly defined. There is no such compromise as allowing an almost indistinguishable screen to run over the line portions. It is salt and pepper, and no mistake. And both serve to
"scason" the composite. Each technique is used because there is a legitimate reason to do so. The combination plate assists in telling the advertiser's pictorial story.

The product itself is made to catch the eye more quickly because of the contrast between the two mediums. It may be hosiery, for example, with an illustration

TH CO.

of a pretty lass, seated, in party dress, looking down admiringly at her Van Raalte stockings. gown is in pen-and-ink, sketchy, free and artistic, while the remainder of the figure study is in halftone of fine screen, from a photographic original. The charming head is a camera study; likewise the arms, pleasingly posed. Hosiery and decorative slippers also are from photographic base. These details are reproduced exactly as they appeared in the photograph, and a sufficiently fine screen is selected to bring out all contrasts and shadings of tone.

But the fluffy party gown is rendered in pen-and-ink; in line, a pen stroke here, a stroke there, and with comparatively little shading. Much has been eliminated. As a consequence, the jump from the halftone to the line is striking. Here is the element of contrast, dramatically presented.

And just to supply an added note of technical interest, a shadow, behind the figure, is likewise suggested by pen strokes.

OPEN AREAS PRODUCE "ORIGINAL" EFFECT

Since there are open areas of white, over which no screen is run, between the head and arms, and the hosiery, it is but natural that the latter should come into pronounced prominence. No such result could be obtained had the illustration been photographic throughout and merely reproduced in halftone from the camera study.

And a "new note" is immediately supplied; one which people instinctively accept as an original effect. To many it is a baffling blend. They are not prepared to suggest how it can be accomplished.

In order to make plates of this

type, the engraver is called upon to use great resourcefulness, imagination and skill. The photographic parts in halftone; the line portions actually in line.

These engravings require time, care, thought, and a high degree of workmanship. And a foolproof,

...becasse you lose nice things
...and because you value the charm of
hands that sparkle and flash in perfect
fitting gloves...and city's seeing your
alk gloves come out of the weak, counsless times, spic, span-and thining nev!

VAN RAALTE Silk Gloves

ARTISTIC USE OF LINE DRAWING ENHANCES VALUE OF HALFTONE

very immaculate original is one of the secrets of a satisfactory plate. It is here that the artist must sympathetically collaborate.

Suppose you had a similar illustration to prepare—say the study of a pretty girl in a party dress, it being stipulated that the head, arms and legs were to be as per the camera's interpretation, while the remaining portions were asked for in line—and "straight line"; not merely a routing out of parts on the one copper plate. How would you go about producing the original?

There are several methods, and we will explain each in turn:

First, the parts which are to be in halftone may be carefully scissored out in silhouette and pasted on drawing board. Now the pen-and-ink portions can be sketched in to match up, completing the subject. This has one great advantage; it means a neat working surface for the pen portions. But there are drawbacks.

even here. Mounted fragments of a large print are apt to curl up at the edges. The silhouetting must be done with preciseness and certainty. There can be no rough sketches, no accidental cuts or blemishes, If any of the mounting paste crosses onto the drawing surface then the pen fails to work There will properly. be blurs.

Mounted photographs sometimes "cast a shadow" which the engraver's camera insists upon faithfully reproducing. Patching must be perfect.

But there are other methods, as has been intimated.

Sometimes the artist mounts thin drawing paper on the mounted camera original, and then does his pen work. This is far less satisfactory and is inclined to be without the subject in

"finicky." Where the subject is complicated it is quite out of the question.

A certain type of print can be made which serves the purposes of a "silverprint"; that is, the ar-tist may work with his pen right over such parts of the original as are to be in line-with waterproof ink-and bleach. Such work, deftly applied to these sections only, makes the photograph beneath gradually disappear, leaving white print paper and the pen-andink lines. It should be understood that there are photographic originals which will bleach out white in this interesting manner.

Then, again, some artists actually blow out, with an airbrush

CH

Who Trade in Specialty Shops?

People with ample income can afford to avoid department stores in favor of specialty shops with their more personal service, greater luxury and convenience.

In Boston, people who trade in specialty shops are Transcript people—evident from the fact that:—

During the year 1923 the Boston Evening Transcript carried 60,685 lines of specialty shop advertising, while the second Boston weekday newspaper carried only 44,839 lines.

Simply another proof of the unequalled purchasing power of Transcript readers

Boston Evening Transcript

Highest Ratio of BUYERS to Readers

National Advertising Representatives

CHARLES H. EDDY CO.
Poston New York Chicago

R. J. BIDWELL CO.

Sen Francisco Los Angeles

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the areas which are to be in line, covering them with a smooth surface of white pigment, on which it is possible to work with a quick pen or a very fine brush.

It must be unmistakably designated, when sending the copy to the engraver, that it is to be a facsimile, as per the original. Otherwise, the screen may be left just

where you do not desire it. The Van Raalte series is photographic throughout, coupled with the free-hand, artistic pen shaded

In every case, the line portions are free, open and sparkling as to contrast, when placed in juxtaposition to halftone effects.

Where an original drawing is made, the problem is, quite naturally, simplified to a large degree.

The washes and the pen work are manipulated at will, and with any number of complex variations, as the two meet and mingle. is always a problem, in the case of the beginner in this medium, nevertheless, as to the best manner of producing designs. The following general rules are worthy of consideration:

(1) Avoid halftone vignettes, where possible—that is, vignettes which "melt" into the line engraving sections.
(2) Keep pen shading open, sketchy and free. The moment there is too much

detail, the contrast is nullified.

(3) The ideal original is never more

twice the size it is to be reproduced.

(4) Eliminate backgrounds. One the chief charms of the almost ideal Van Raalte series is its extreme sim-plicity. The only background is a mere shadow, in line, aketchily introduced. (5) Do not introduce heavy masses

of black line work against delicate half-tone effects. This is particularly true where the halftone is from a camera

study.

(6) Keep originals very clean. should be spotless. They shot free from smears and blemishes. should be

There are more obvious blends of the two mediums than in the Van Raalte campaign, such as, for instance, a halftone object, large, dominating the composition, with pen and line backgrounds or accessories. In such engravings, where the layout is simple, the halftone is actually blocked into a zinc engraving and the two are made separately. When the mingling is more complicated, the engraving complications are more pronounced, of course.

"Tight" formal pen work is by no means as desirable as the Van Raalte idea of delicate, free shad-

It is perfectly possible to mingle halftone effects with line engraving technique from pencil, charcoal and dry brush; indeed, many surprising and delightful combinations are obtainable in this manner.

The really great and untrammeled field lies in the direction of "doctored" photographs, which are partly interpreted in pen-and-ink. Nor has this school of illustration been in any sense "worn out." Artists have just begun to sense the wide variety of techniques which are possible here.

Where the photographs are cut out, with knife or scissors, and then the parts mounted, in their correct relative positions, on drawing board, the missing detail can be traced in lightly from a second complete print.

The tendency is, by the way, for a less formal line to be drawn, when the artist can do his pen sketching on the white paper. His technique is not too much influenced and commercialized by the silverprint precedents.

In a second Van Raalte subject, with gloves featured, only the gloves and face are in halftone; all of the remainder is in line, and a wonderfully pleasing effect is secured with the etching spirit sometimes in evidence.

There is really no technical "mystery" attached to combination illustrations of this character.

The drawing, in its original form, is produced precisely as it is eventually to appear. But it is to be noticed that success appears to come in ratio to the willingness of the artist to bear down very lightly on the pen portions, keeping them light, fragile, sketchy, impromptu.

A full-shade portion, placed directly next to the halftone, creates confusion and absence of proper contrast-and vivid color contrast is really the life of the combination design.

TYPOGRAPHERS WHO PROVE IT WITH PROOFS

WHAT TIFFANY MOUNTS INTO IEWELRY , PIERCE, ARROW MAKES INTO A MOTOR CAR, MALLORY MODELS INTO A HAT, WEDGWOOD MOULDS INTO POTTERY, WE TRANS MUTE INTO TYPOGRAPHY. NAMELY. THE PRACTICAL IDEALISM THAT QUALITY SHALL DICTATE PRICE. NOT THAT PRICE SHALL DICTATE QUALITY YET. THE RESOLVE TO EX-CEL AT ANY COST KEEPS COST DOWN, FOR WHAT IS DONE RIGHT NEVER NEED BE DONE OVER. PERFEC. TION INCURS NO CHARGE FOR CORRECTION

FREDERIC NELSON PHILLIPS, INC. 314 EAST 23RD STREET NEW, YORK

© FNP-1924

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NEW YORK

PHILADELPHIA

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State lines do not foliow boundaries of fertile areas—they were not drawn to encompass certain productive lands. Rich soils lie both in the narrow valleys and the broad prairies. In both you will find the prosperous farms. And these farms are the units of agricultural wealth—not the state. They are distributed with varying density throughout America, and wherever they are The Farm Journal goes.

nournal

farm

field

CHICA ATTLE

SAN FRANCISCO

LOS ANGELES

There is one magazine that is read from cover to cover



"Child Life" is the only departmentalized children's magazine. It is a magazine that parents buy not only to read to their children, but for features in it that are invaluable to themselves. In this way, what with the curiosity of the children and the interest of the parents, every page of "Child Life" is read—with attention.

Advertising in "Child Life" reaches a wonderful quality circulation. Your sales messages go into homes financially able to afford the best—to families that growing children necessarily make spending families.

An advertisement in "Child Life" is assured of success. Whatever you may have to offer to parents for their children or their homes, you will find no medium to equal "Child Life" as a direct wire to the buyer for the family. Send to-day for rates and a copy of "Child Life."

RAND MCNALLY & COMPANY
Publishers

536 S. Clark Street, Chicago

CHILD LIFE

CHILD LIE

The Children's Own Magazine

How to Raise the Money for Community Advertising

A Detailed Account of How Some of Our Largest Community Advertisers
Acquire Their Appropriations

By John Allen Murphy

OF the thousands of inquiries of every sort that PRINTERS' INK receives every year, there are some that may be called peren-One of these perennial inquiries relates to the raising of funds for the advertising of communities, cities, States, etc. One reason why there is such widespread interest in this subject is because there has been such a tremendous development in this kind of advertising during the last few Probably there is more community advertising of one sort or another under way at the present time than ever before in advertising history.

Another reason for the interest in the subject is that most of the manufacturers who read PRINTERS' INK Publications are some time or other drawn into a drive for the raising of funds for community or civic promo-These men are quite naturally interested in raising the money in a businesslike way. That is why they usually seek information before starting their campaigns. In order to be able to answer inquiries of this kind completely-in order to give the most up-to-date information available-we recently undertook to find out just how most of the conspicuous community advertisers raised the funds for the promotion work which they are doing.

Among the community advertisers whose fund-raising methods are described herewith are: The All Year Club of Southern California, Pomona, Santa Monica, Glendale and Long Beach, Calif., Californians, Inc., Chamber of Commerce and Commercial Club of Salt Lake City, Gateway Club of El Paso, Portland Chamber of Commerce, Hawaii Tourists Bureau, Tourist and Publicity

Bureau of the Denver Civic and Commercial Association, Miami Chamber of Commerce, Chamber of Commerce of St. Louis, State of Maine Publicity Bureau, Jacksonville, Fla.

There are several different ways to raise a community advertising fund. For instance:

(1) Through taxation, either county,

State or township
(2) Through taxation and subscriptions.

(3) Donations from city budgets.
(4) Levies on freight coming into territory.

Let me make clear at the outset that not all money raised for community advertising is expended in advertising mediums. Probably the bulk of it goes into advertising mediums, but a great deal of it goes into direct advertising, in follow-up work, information bureaus and into promotional activities of various sorts, which it is necessary to do.

The All Year Club of Southern California raised its funds jointly through voluntary subscriptions and county taxation. C. G. Milham, executive secretary of the organization, tells us that the proportion is approximately 60 per cent subscription and 40 per cent county appropriations. That is the proportion for the 1924 campaign. In the first campaign which ran through 1921, 1922 and 1923, only about 30 per cent came from taxation and the rest from subscriptions. dollars In cents the first fund amounted to about \$500,000. The fund available for the 1924 drive comes close to \$300,000. Mr. Milham says that it is his judgment and it is also the opinion of most of the members of the executive committee that funds for a community advertising campaign

should be raised entirely through taxation. The reason for this view is that a campaign of this kind should benefit the entire community. Therefore every interest in the community should bear its share of the expense. That seems to be the only equitable way the burden can be distributed. Mr. Milham says that it is obvious that any fund resulting from voluntary subscriptions will draw disproportionately from the various members of the community. Some who should give will not give. Some who should give a large amount contribute only a small amount. Others, on the other hand, give more than they should.

However, it is difficult to raise enough money through taxation for an adequate advertising campaign. That is why it is usually necessary to supplement the taxation fund through voluntary subscriptions. Nevertheless, the executive committee of the All Year Club of Southern California believes that within the next year or two it will be possible to get all of its funds through appropriation from the various Southern Cali-This will be fornia counties. possible because of the fact that the community, itself, has been educated to understand the value of such advertising.

The Pomona Chamber of Commerce of Pomona, Calif., has been conducting a small advertising campaign to supplement and to tie-up with the more general advertising in behalf of California. Mostly Los Angeles daily newspapers were used, backed up by some local advertising in Po-The reason for this advertising is that Pomona felt it should try to attract its share of the large numbers of persons coming to California during the winter months. Other cities in California have advertised in a similar way, such as Santa Monica and Glendale. The funds for most of these campaigns were raised entirely through subscription from local business men.

The Chamber of Commerce of Long Beach, Calif., informs us

that its advertising comes from a fund which the Chamber of Commerce, itself, raises by putting aside a certain amount of money each year as an advertis-ing budget. This money comes primarily from the membership of the Chamber. In addition to this, the budget receives each year a certain amount from the city to use for advertising purposes, the amount usually being based on the Chamber's recom-mendations. For example, for the fiscal year, July 1, 1923, to July 1, 1924, the city of Long Beach passed a budget of about \$18,000 to be used in conjunction with a budget of about \$14,000 which had been raised by the Chamber from its own fund.

HOW CALIFORNIA RAISES ADVERTIS-ING FUNDS

The advertising of Californians, Inc., has attracted much attention during the last few years. B. M. Rastall, the manager of this organization, tells us that its entire advertising fund is raised by public subscription among the business houses and citizens of San Francisco. A small subscription is given in addition through appropriation by the City of San Francisco. Naturally all the railroads, banks, large manufacturing companies, stores and hotels contribute to the fund. It seems that this last season this method worked out so satisfactorily that the entire amount was raised by mail, with a little telephone follow-up.

The Chamber of Commerce and Commercial Club of Salt Lake City raise money for advertising altogether through voluntary subscriptions. No help is received from any tax-levying body. The budget which was raised last December is the third campaign of this kind to be conducted recently. In 1921, \$29,000 of a \$40,000 budget was raised. In 1922, a \$50,000 budget was prepared and a \$53,000 fund subscribed. In 1923 a budget of \$75,000 was laid out and in a five-day effort a fund of \$76,000 was collected. Of this amount more than \$40,000 was

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Your Originality and Our Process

The flexibility of our process places at your finger tips a field of reproduction as broad as your own imagination.

THIS process of ours is relatively new. Every day we are doing work which months ago was believed to be commercially impossible.

People come to us with vague ideas of what they want accomplished. Nine times out of ten we are able to give them what they want. Possibly you are considering reproduction work but are doubtful of the means. We will gladly discuss your plans and tell you the most economical and practical way.

Here are just a few of the specialties we have developed:

GIANT LETTERS

Size 17 x 22. Travel as first class mail for 2 cents.

FAC-SIMILE LETTERS

50 to 50,000 copies are practical

BROADSIDES

Most unusual effects can be obtained by our process.

GRAPHIC & SALES

CHARTS

Short runs in large sizes are economical.

GIANT ADS

Black and white, or colors. Ouick deliveries.

SALES MANUALS

Short runs are economical.

MAPS

A good means of reproducing sales maps.

RESEARCH REPORTS

Typewritten text and illustrations reproduced exactly.

These items are merely suggestive of the numberless ways in which we can help you broadcast your originality, with telling effect.

If you are considering any reproduction work, or if you want further information about the possibilities of this process write us or call a representative.

THE NATIONAL PROCESS COMPANY, Inc.

117 East 24th Street, New York City (Phone: Mad. Sq. 3680)

GIANT ADS

subscribed in cash, the balance being taken in promissory notes, due on February 1 and March 1. J. H. Rayburn, secretary of the organization, says that their plan has worked out to the satisfaction of all concerned, but that he believes that funds derived from a tax levy would be preferable because it would equalize the burden more justly.

We are told that the appropriation for the advertising of the Gateway Club of El Paso, Tex., has been raised through subscriptions. The subscriptions totaled \$152,661.30. The subscriptions are payable in monthly instalments, covering a period of eighteen months which began with the first of May, 1923. It is planned at the present time to start another campaign to raise another fund to continue the advertising for a period of from three to five years more. After the first appropriation was raised a committee of seven was elected by eighty-odd subscribers to administer the expenditure of the fund. These seven directors organized and incorporated the Gateway Club, as a non-profit, non-stock organization under the laws of Texas to conduct an advertising campaign.

The Portland Chamber of Commerce, of Portland, Oreg., decided some time ago that one of its activities should be to raise \$300,000 to develop and advertise the State of Oregon over a period of two years. The fund was completed in the month of Au-gust, 1923. The money was raised through the personal solicitation of 250 business men. The expenditure of the money was left to three standing committees in the Chamber of Commerce, the Marketing or Agricultural Committee, the Land Settlement Committee and the Advertising Committee. Three trustees were assigned to each of these committees. In this way \$35,000 was entrusted to the Marketing Com-mittee, \$25,000 to the Land Settlement Committee and \$85,000 to the Advertising Committee, to cover the operations of the first year. While the money was raised

altogether in Portland, it is being expended for the promotion of the whole State.

Herbert Cuthbert, manager of the Advertising Committee of the Chamber of Commerce, tells us that of the \$85,000 entrusted to his committee, \$50,000 is expended in paid space. Ten thousand dollars is being put into booklets and other literature. Six or seven thousand dollars is used in maintaining an information bureau on the ground floor of the Chamber of Commerce Building to give information to visitors about the State. The remainder of the \$85,000 will be put into the management of the campaign.

HAWAII HAS A FREIGHT LEVY

The Hawaii Tourists Bureau. which is a branch of the Chamber of Commerce of Honolulu, has introduced a novelty into the raising of funds for community advertising. Twenty-five per cent of its annual revenue of \$100,000 is raised through voluntary tonnage taxes paid by Honolulu merchants on incoming freight. Fifty per cent of the fund is raised through legislative appropriation, and the other 25 per cent by voluntary subscriptions from merchants and business houses of Honolulu. While the Hawaii Tourists Bureau does not claim that its plan is perfect. it is probably more equitable than any of the other plans which have been described in this article. In the first place. through a legislative appropriation a part of the advertising burden is distributed equally among taxpayers throughout the territory. By reason of the tonnage tax all merchants in Honolulu who benefit from the tourists' traffic, are reached. The Bureau tells us that the voluntary subscription method is unsatisfactor for reasons which we have already stated, and that is it does not get money from donors in the proportion that they benefit from the campaign.

On last Ianuary 28 the Tourist and Publicity Bureau of the Denver Civic and Commercial (Continued on page 113)



Incorporated



Only the Chrysler Six Produces Such Results As These

It was inevitable that the Chrysler Six should intract a degree of ecleratic and professional interest accorded no other out in the most

Stinen reason.

Engineers were saturally the first to a
mu that the Clayder, while adhering
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They instantly recognited in the Chrysler

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of evolution as radical as the change from e cold time balloon to the efficiency of the grant mew many dirigible, Shenandoah.

It is literally the crystallization of all grant perfection in the design and manufacture.

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The Enemy Co., \$2,235, The Phases, \$2,265, 76-Basebox \$2,255, the Sugar, \$20,250, the Sugar, \$2000, \$2000, \$2,

The Chrysler Six

Identified in a most impressive manner with such notable and outstanding advertising successes as: Hupmobile, Packard, the good Maxwell, the Chrysler Six, Fisher Bodies, Champion Spark Plugs, Gabriel Snubbers, Lockheed Brakes, Sewell Cushion Wheels, Wayne Tanks and Pumps@Garland Stoves & Furnaces, Ypsilanti Reed Furniture, Capital Boilers, Kelvinator Electric Refrigeration, Humphrey Radiantfires, Wayne Water Softeners, Honeywell Heat Regulators, Osborn Brushes@Clauss Cutlery, Whitman & Barnes Twist Drills and Reamers, James Valves, Champion Switches, Jeffery-Dewitt Insulators and others.

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Montgomery Ward & Co. "Wipe Out the Red" With Smashing Farm Campaign

THIS great mail order house had discontinued its farm paper advertising and was selling on direct literature and the momentum of past advertising.

In 1921 came the general business reaction. Montgomery Ward & Company's sales for January

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dropped to 35.8% less than the same month of 1920. The loss continued—running as high as 51.4%.

As part of their general publicity campaign it was decided to return to farm papers.

The advertising began in August. By September the sales loss was reduced more than 6%. Within five months the loss in sales had been changed to a *gain* of nearly 6%. This gain has been maintained and increased.

The sales for March, 1923, were the greatest in the company's history. The total sales for 1923, a year marked by farm paper advertising, were greater than for any other year.

Montgomery Ward & Company are "sold" on farm paper advertising. They have backed their judgment with a large investment in space advertising.

This association is proud of the service farm papers have been able to render Montgomery Ward & Company. Farm papers offer the same opportunity to any other concern seeking a responsive market for general merchandise.

Agricultural Publishers Association

Victor F. Hayden, Executive Secretary
76 West Monroe Street Chicago

Complete coverage of the farm field and dominance of the seventy million population in the rural market

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THE EXAMINER likes to start from scratch!

GIVE The Los Angeles Examiner a 10,000 line, non-cancellable contract on a product with absolutely no distribution in this city of more than a million, and we call that starting from scratch! Six field men, who know the dealers by their first names, jump into their work, then, with an enthusiasm that is inspiring.

Daily field reports to the Sales Manager on dealer calls; thorough, advanced merchandising of the campaign; promotion stories right along in the Trade Papers; finally, complete enough distribution to start the advertising; then window displays—as many as 100 to 150 at a time; and your message reaching the largest morning and Sunday audience that can possibly be bought west of St. Louis!

A quick, certain method of capturing a tremendously wealthy market!

165,000 Tos Angeles Examiner 380,000

BROADWAY AND ELEVENTH, LOS ANGELES

San Francisco—571 Monadnock Building. Telephone Garfield 3858
NEW YORK CITY—1819 Broadway. Telephone Columbus 8342
CHIGAGO—915 Hearst Building. Telephone Main 5699
AUTOMOTIVE TRADE—763 Krosge Building, Detrojt. Telephone Cherry 5245

Association started to raise a fund of \$150,000 for its advertising this year. The City of Denver contributed \$15,000 to this fund. The railroads also have contributed some. The remainder was all raised in the city of Denver. The Bureau does not solicit contributions outside of the city and county of Denver although it advertises Colorado as a whole.

The Miami Chamber of Commerce, of Miami, Fla., has put into advertising of various kinds during the last seven years a little more than three-quarters of a million dollars. Part of this, of course, went for promotion and for entertainment. It seems that the State law of Florida permits counties, cities and townships to levy a tax for advertising purposes. Under this Act the City of Miami Commissioners, last year, appropriated one and a half mills tax for this budget. money thus raised amounted to \$100,000. This fund is expended by the Chamber of Commerce. All bills, contracts, etc., however, are approved by the City Commissioners, the Chamber of Commerce merely acting as the agent for the city. When Fred L. Weede, managing secretary of the Chamber of Commerce, wrote us about this matter several weeks ago he said that this sum of \$100,-000 is not sufficient to take care of the advertising needs Therefore, the Chamber Miami. was then soliciting business inerests for an additional contribuion of \$46,000. Mr. Weede says that next year if it is possible they want to eliminate this additional drive for funds and that a request would be made to the City Commissioners to increase the mill tax in order to take care of he full amount the Chamber of Commerce needs for advertising, ntertainment, etc. The citizens of Miami are very enthusiastic bout community advertising beause they have an example in heir own city as to just what adertising will do for a community. ever since the first fund of 2,000 was raised by public sub-cription for advertising Miami

in Northern newspapers several years ago, the city has reason to believe that its advertising has brought handsome returns

brought handsome returns.

The Chamber of Commerce of St. Louis has raised a \$50,000 a year fund for the St. Louis advertising campaign for the last four years in the following way: The City of St. Louis, through its board of aldermen, appropriates \$25,000 each year from the city's general funds. This is conditioned on the raising of a like amount by the business interests of the city. None of the \$25,000 is available until the business men have raised their quota and paid it into the city treasury. \$25,000, from the business men, is raised through the Chamber of Commerce and the Advertising Club, which request voluntary subscriptions from their membership and from others throughout the city. The disbursement of the fund is in charge of a committee representing the city, the Chamber of Commerce and the Advertising Club. All bills are checked and OK'd by a subcommittee and payment is made through vouchers issued by the City Comptrol-The total amount obtained under this plan has been \$200,000, being \$50,000 each year for four years.

A GENERAL SOLICITATION IS MADE IN MAINE

The State of Maine Publicity Bureau gets its money for advertising through solicitation from transportation lines, hotels, banks, wholesale grocers, merchants and others directly benefited by the summer travel. The Bureau is gradually trying to enlarge the number of donors to this fund by soliciting everyone who benefits, whether he be bootblack or banker. As is always the case, as we have already explained, some contribute more than they should and others do not contribute at all. It is estimated that 600,000 tourists visit Maine in a year. Allowing them an average expense of \$75 each, which is based on a two weeks' vacation at \$4 a day, and allowing \$10 for transportation, gives the State an income of about \$45,000,000 from this source.

The City Recorder of Jacksonville, Fla., tells us that Jacksonville's advertising campaign is raised through taxation. In fact, Florida is the only State in the Union where most of the money for community advertising is raised through taxation. year several dozen different Florida governmental bodies drew on their tax-levying powers for advertising purposes. Some of these campaigns were trifling, only a few hundred dollars being spent. On the other hand, others of these Florida campaigns ran into large figures. Jacksonville has been advertising for four or five years and has won distinction because of the thorough and businesslike way it handles its appropriation. The Committee does not let the city waste any of its precious advertising money in mere publicity

stunts. The thing that distinguishes modern community advertising from its prototype of an earlier day is that most of this advertising is directed to the tourist, whereas formerly the purpose of community advertising was to attract settlers or manufacturers. The importance of getting settlers is not overlooked in present advertising, but at best the settler is not an immediate asset. some time before he becomes a profitable asset. In fact in days gone by some of our city advertisers attracted more settlers than they could accommodate. settler thus became a liability rather than an asset. Not so the tourist, however. Though he may be in the community only a few hours, he is bound to spend several dollars while there. If these tourists came only singly and intermittently, they would not be of much value, but almost every little town official to whom you talk on the subject will tell you of the "hundreds of thousands" of tourists who pass through the place every year. The spread of the vacation idea, both winter and summer, has completely changed

our old-fashioned ideas on this question. A business man on Mackinac Island once told me that every Great Lakes passenger boat that stops at the island leaves from \$1,000 to \$5,000. The passengers always have time to get off to stretch their legs and to do a little sightseeing and incidentally to patronize the shops. automobile has done the same thing for thousands of towns and hamlets. It has made merchants out of many farmers and innkeepers out of many village housekeepers. It has made us a nation-on-wheels and because of this it has brought unthought-of prosperity to countless little outof-the-way places that in the old days scarcely ever knew a trav-I know an old-fashioned mountain resort, for instance, that last year earned \$100,000 in dividends for its stockholders, Page Daniel Boone!

Is it any wonder, therefore, that many enterprising communities are frantically trying to flag the tourist with advertising? Travel has become one of the nation's biggest industries. It is an industry that is peculiarly susceptible to advertising development. It would seem, then, that while there has already been a tremendous amount of community and travel advertising, this branch of advertising is really only in its infancy.

G. P. Kievenaar Returns to "American Exporter"

Gerard P. Kievenaar has been appointed a special representative of the American Exporter, having resigned a vice-president of Steven de Csesmak, Inc., until recently publishers of Export.

Mr. Kievenaar has been in export publishers.

Mr. Kievenaar has been in export publishing for nineteen years, having been with the American Exporter from 1905 to 1911, and since that time with Export.

Edwin Atkins Grozier Dead

Edwin Atkins Grozier, owner, editor and publisher of the Boston Post since 1891, died at his Cambridge, Masshome on May 9 at the age of sixtsy-five. He had controlled the Post since 1891. A brother, William A. Grozier, is business manager, and a son, Richard C. Grozier, is assistant publisher of the Post.

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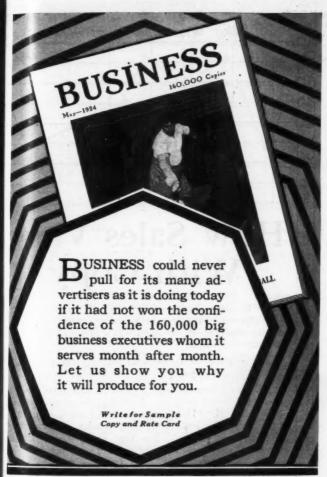
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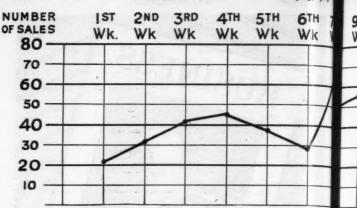
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How Sales Vary With Copy

THE above chart shows the actual over-the-counter sales made on a drug store product between insertions of advertisements in newspapers in a group of Ruthrauff & Ryan test towns.

In size the advertisements do not vary ten per cent yet the sales fluctuate three to four hundred per cent.

The advertisements were inserted at equal intervals and checked at equal intervals. Note that the curve does not go steadily up. While repeat business mounts, even after two or three months, sales drop notably when a poor advertisement is run. Yet they immediately increase when an exceptionally strong piece of copy appears.

Ruthrauff & Ryan clients, in their national advertising, use only the copy which by test is the strongest. Weak advertisements, which tests show pull down the sales, never see daylight except in test cities.

That is why on a campaign now running throughout the United States for one of our clients on a drug specialty, the advertising cost is only twenty-two per centwhen tests show that if the poor advertisements were not eliminated, the advertising cost would be about fifty-five per cent—the "dronads" eating up the profits produced by the better copy.

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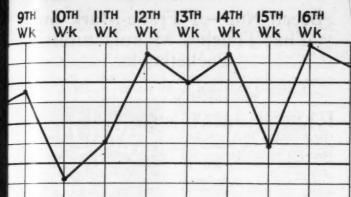
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Then, too, when an individual piece of copy shows exceptional results, as it often does, due to some new idea—which our test system immediately shows up—we are able to prepare others incorporating the same principles and often raise the entire level of results.

Any manufacturer who sells through drug or department stores and who depends on his copy to sell his merchandise, should at least investigate this method of creating and testing individual advertisements. It can literally make a difference in his sales of not ten or fifteen

per cent — but a hundred per cent or two hundred per cent.

This is not a new or untried plan. Millions of dollars are right now being spent on copy tested this way and the results speak eloquently for themselves.

Our new book "Eliminating the Dronad" describes the method in detail. May we send you a copy, without cost or obligation? Please use your business letterhead. And mention PRINTERS' INK.



uthrauff & Ryan, inc., Advertising

New York, 404 Fourth Avenue, at 28th St. Chicago, 225 North Michigan Avenue

Beech-Nut—A Trade-Mark Suit That Touches Manufacturers' Pocketbooks

Court's Opinion on Contest between Beech-Nut Packing Company and P. Lorillard Has Lessons for All Who Buy Advertising to Make Trade-Marks Known to Public

I T is almost safe to assert that no trade-mark controversy has ever aroused as much wide general interest as that between the Beech-Nut Packing Company and P. Lorillard Company over the name Beech-Nut.

The whole case has a direct bearing on the pocketbook of every manufacturer who invests money to make a trade-mark known to the buying public.

In this case one company makes a large line of food products, the other chewing and smoking to-bacco. Both are big advertisers in two widely separated types of business. When the Beech-Nut Packing Company began to receive orders for chewing and smoking tobacco made by the Lorillard Company, it brought suit in the Federal Courts against the latter company.

HAS A GENERAL APPLICATION

The case was argued by an imposing array of counsel and has a broad general application. Could a soap company with the corporate name of Ivory Soap Company restrain a dentifrice manufacturer from using the name Ivory for a dentifrice? Is Peerless, applied to pianos, an infringement on the automobile maker's name?

Every manufacturer either has a trade-mark or has considered the advisability of adopting one. It is almost impossible for him to pick a name or device which has never occurred to anyone else.

If he adopts for his product a name which is the same as his own corporate name or changes the name of his company to that of his product, he is liable to consider himself the sole owner of the name for all products. But a manufacturer in a totally differ-

ent line of business may have in his files a similar trade-mark which he is entitled to use. ba

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Because of the wide interest and broad applications of this case PRINTERS' INK has secured a copy of Judge Lynch's opinion handed down on May 7 in the United States District Court of New Jersey and is running it herewith practically in full.

United States District Court District of New Jersey Beech-Nut Packing

COMPANY Plaintiff,

P. LORILLARD COMPANY, OPINION.
LYNCH, District Judge

The plaintiff, a New York corporation engaged in the manufacturing and selling of food products, complains that the defendant, a New Jersey corporation engaged in the manufacturing and selling of tobacco, has damaged the plaintiff's reputation and goodwill by wilfully and fraudulently adopting the plaintiff's trade-mark "Beech-Nut" as a label for to-bacco products, for and on ac-count of which the plaintiff prays an accounting for past damages and an injunction enjoining the defendant from further use thereof. The defendant, admitting the use complained of on certain brands of chewing tobacco and cigarettes, asserts a legal right thereto and prays a dismissal of plaintiff's bill. The word "Beechnut" or "Beech-Nut" was years ago adopted as a label by the predecessors in business of both parties to this action, A brief history thereof is advisable.

About 1897 the Harry Weissinger Tobacco Co., a Kentucky concern, adopted it for a combination smoking and chewing to-

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bacco which was put up and sold in small packages. The tobacco was described as being of "superior quality Havana cuttings" and was what was and is known as a scrap tobacco. Following is a copy of the label adopted and used by Weissinger:



Factory No. 6, First District, State of Ohio.

NOTICE.—The manufacturer of this Tobacco has compiled with all the requirements of Law. Every person is cautioned under the penalties of the law, not to use this package for Tobacco again.

REPRODUCTION OF A COPY OF LABEL USED BY COMPANY WHOSE BUSINESS LORILLARD NOW OWNS

It will be noted that the word "Beechnut" is spelled without a hyphen; that the form of the label, in which not only the word "Beechnut" appears but a description of the contents and the name of the manufacturer as well, is square and that immediately underneath the word "Beechnut" is the print of a squirrel. The tobacco so labeled was sold on the market in Kentucky and adjoining States for a number of years subsequent to 1897. The right to make and sell it passed by assignments, stock transfers and otherwise from the Weissinger Tobacco Co. first to the Continental Tobacco Company, next to the Luhrmann & Wilbern Tobacco Co. of Middletown, Ohio, and finally to the American Tobacco Co., where it resided when the latter company was dissolved by the United States Supreme Court during the year 1911.

From 1897 to 1911 the tobacco continued to be manufactured, sold and dealt in by these various companies. For some years prior to 1911, however, the demand for it was gradually lessening, the output reaching a very low ebb in The decree dissolving the American Tobacco Company apportioned to the P. Lorillard Co., the defendant, a large number of tobacco trade-marks and brands including the word "Beechnut." At that time the sale of "Beechnut" tobacco was practically nil. Up to that time, however, at least, the word had been continuously used as a trade-mark for smoking and chewing tobacco in substantially, if not precisely, the original form adopted by the Weissinger Company back in 1897, although, as we have indicated, the sales had almost completely fallen off. And up to this time (1911) the right to use the word "Beechnut" as a trade-mark in connection with smoking and chewing tobacco does not seem to have been assailed certainly not by the plaintiff in this suit or by its predecessor in business. That predecessor was the Imperial Packing Company which in 1892 adopted the word "Beech-Nut" (spelled with a hyphen) as its label for a few food products, such as bacon and ham, which it then manufactured and sold.

In about 1899 the Beech-Nut Packing Company was formed, succeeding the Imperial Packing Co. Thereafter the food product business of the plaintiff, growing rapidly, was extended to a variety of products, all relating to food, such as peanut butter, baked beans, chili sauce, tomato catsup, jams, jellies, vinegar, olive oil, ginger ale, mints, chewing gum, etc., in addition to ham and bacon, all of which were labeled "Beech-Nut" and sold as the product of the Beech-Nut Packing Co. An

illustration of the plaintiff's label follows:

It will be observed that this label is oval shaped; that within the oval are three pictures of beechnuts—one in the centre and one on each side of the oval. Printed across the top will be



THE BEECH-NUT PACKING COMPANY'S LABEL REFERRED TO BY THE COURT

found the words "Beech-Nut Brand" and across the bottom the name of the particular article which is contained in the package. From the smallest kind of a beginning in 1891 or 1892 the Imperial Packing Company and its successor, the plaintiff, built up a business which in the year 1919 approximated receipts of \$12,000,-000.

The Lorillard Company had been in the tobacco business for many, many years prior to 1892, utilizing a great variety of trademarks and labels in the huge tobacco trade which it had succeeded in establishing. The name of brand or trade-mark "Beechnut" coming to it in 1911 was not at once utilized in the original Weissinger form or otherwise. Nor were any of the 1,000 or more other trade-marks listed on typewritten sheets which the defendant company acquired at the apportionment which we have already referred to. The lists containing all of these names or brands were put aside for future reference.

In 1911 the defendant was

manufacturing and distributing such well-known cigarettes, as "Murad," "Mogul," "Egyptian Deities," "Helmar," "Egyptian Trophies" and the well-known to-baccos "Climax" and "Sensation," besides a large number of other well-known brands. One of these

other brands known as "Honest." There is testimony on behalf of the defendant company that the sales of this "Honest" tobacco had, for a long time, been falling off. We think it is common knowledge that tobacco brands come and go. But, be that as it may, the defendant in or about the fall of 1914 conceived the idea of putting upon the market a new scrap chewing tobacco-a new brand. The formula therefor was worked out.

the blend was perfected and a name was considered. The defendant quite naturally consulted its lists of names or trade-marks which a few years prior thereto had come to it from the dissolved American Tobacco Company. Names on that list which had theretofore been identified with scrap tobacco were of course first considered. There were but eight or nine of such names among which were "Bag Pipe," "Panhandle," "Metal Leaf" and "Scrap Iron." It was discovered that most of these "scrap" names were at the time being used as names for tobaccos then on the market. which fact limited the selection to two or thre names.

Among the two or three available was "Beechnut." So "Beechnut" was selected and adopted. This new scrap tobacco, which was designed for chewing only, was not, however, put out in the old Weissinger "Beechnut" wrapper. That old wrapper described "Beechnut" as a chewing and smoking tobacco. It had not been manufactured for two or three years and there does not seem to be anything in

Opportunities for American Advertisers In the British Markets

GREAT BRITAIN, with its 47,000,000 population, is more receptive to American goods and American advertising than ever before.

The British Empire Exhibition is bringing to Great Britain hundreds of thousands of visitors from all parts of the world, while upwards of 2,000 of America's leading advertisers will take part in the Advertising

Convention at Wembley in July.

THE DAILY MAIL—Britain's leading newspaper—has made elaborate arrangements to embrace in its news appeal this vast floating population. Many of these visitors are already familiar with the Overseas Daily Mail—the journal of world-wide influence, which, with the Continental and Atlantic Editions of the same paper, has won for THE DAILY MAIL a multitude of readers in every part of the globe. These overseas readers of THE DAILY MAIL will naturally turn to the great London Edition for their news.

In this way THE DAILY MAIL will constitute itself the American Advertisers' logical medium of

access to this wealthy and influential market.

THE DAILY MAIL is seen and read each morning by millions of men and women in town, village and hamlet throughout the length and breadth of the British Isles. It has been aptly described as "an advertising campaign in itself" and many American firms have built up, by its aid alone, a thriving business in the United Kingdom.

Concentrate your advertising in the (London) Daily Mail with its nation-wide appeal through the largest daily net sale of any newspaper in the world.

Mr. H. H. Field, 280 Broadway, New York City the London Daily Mail's American Representative will be glad to send to anyone interested, particulars of Features of special interest to Americans attending the Convention. THE LONDON

Daily Mail

"A Campaign in Itself"

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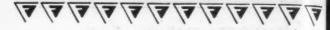
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Dollars Received



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24%



10,800,000 homes are owned in this country. 76% of them or 8,283,600 are owned by people having incomes of less than \$2,000 a year. The other 24% are owned by people with larger incomes.

Obviously, the market for home equipment lies on both sides of the mass-class line — as does the market for everything else.

15, 1924



Who does the buying?

The fourth of a series dealing with the much-discussed "class" and "mass."

THE OWNERSHIP of a home implies upkeep, which includes advertised goods of almost every description. This is necessarily true of all home-owners, in degrees which vary with their incomes.

The so-called "class" group owns only 24% of the homes, but it makes up the difference by considerably greater spending, per home.

And the so-called "mass" group makes up in numbers and aggregate income — 36 billion dollars—60% of the total—what it lacks in individual buying power.

So once again the necessity for reaching everybody is clear.

"Class" includes only 14 in every average 100 income receivers—but these 14 receive 40% of the nation's income, and exert a considerable buying influence.

"Mass" includes 86 in every average 100, buys 71% of the passenger automobiles, owns 76% of the homes, and spends 60% of the nation's income.

Can you afford to neglect either of them? Do you know what medium reaches both in a ratio parallel to their buying power?

All-Fiction Field

Circulation 2,275,432 A.B.C.





Unquestionably, the surest and most economical means of reaching all the worthwhile people of the plumbing and heating industry is through



DOMESTIC ENGINEERING THE PLUMBING AND HEATING WEEK

1900 Prairie Avenue CHICAG

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the case to justify the conclusion that it had been sold during that period of time. It had just about died out, as tobacco brands often do. And as the new "Beech-Nut" tobacco was of a different character, it was decided by the defendant company to change that old wrapper to one more in accord with the facts and the times. The wrapper decided upon follows:



A REPRODUCTION OF ONE SIDE OF A WRAP-PER USED BY LORILLARD FOR CHEWING TOBACCO

It will be observed that instead of a square label covering almost the entire package the changed wrapper has what has termed a sunburst or radiating effect, in the centre of which is an oval in shape somewhat similar to the oval of the plaintiff. Across the top of the oval inside the word "Beech-Nut" with a hyphen was placed. Underneath the word "Beech-Nut" the defendant placed the outline of a beechnut upside down. words placed by the defendant on its label were "Chewing," "To-bacco," "Beech-Nut Leaf," "Full Weight," "Extra Pick" and across the top was printed "Lorillard's." The red band oval of the plaintiff was not adopted. Instead the defendant adopted an oval which was quite similar to ovals which were common at the time.

This new "Beech-Nut" scrap tobacco, introduced in 1915, within a few years was developed into a business of unbelievable proportions. Selling to the trade at less than the retail price of 10c per package, its sales in 1919 amounted to \$14,000,000 per year to the manufacturer - approximately \$2,000,000 over and above the receipts of the plaintiff for its entire output. Many persons in-quired concerning it. Some of them wrote to the plaintiff, the Beech-Nut Packing Company, regarding it and the plaintiff for a time turned these letters over to the defendant for attention. Then there developed some correspondence between the parties regarding the use by the defendant of this revised or revamped "Beech-Nut" label. This correspondence, which contains a history of the case and the attitude of the parties, is important enough to be set out herein. It follows:

BEECH-NUT PACKING COMPANY Canajoharie, N. Y., June 11, 1915. LORILLARD CO., MIDDLETOWN, OHIO.

DEAR SIRS: DEAR SIRS:

We adopted many years ago as our trade name the word "Beech-Nut" arbitrarily selected by us as the mark or name for our manufacturing output of food material. We also associated with such trade name "Beech-Nut" and as a part of the trade-mark, an oblong or oval frame or border of a red color oval traine or border of a red color surrounding and enclosing a white oblong space with a picture or repre-sentation of a Beech-Nut centered centered

We have built up during the last quarter of a century a vast trade in our products and always with our trade-name or trade-mark associated there-with. We have expended a very large sum of money in so doing and the word or name "Beech-Nut" and our trademark has become of vast value to us not only for these reasons but for the reason of a high quality and perfection of the various products manufactured by us to which this name and mark has been applied.

So completely has this name and mark been attached to and associated with our goods during all of these years that the purchasing public has come to recognize this name and mark as our recognize this name and mark as our property as to origin and to purchase the manufacture and output to which this name and mark is applied without any further identification as to the origin of the word or name itself, believing that wherever they see our

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name and mark applied that we are the manufacturers of the product and pur-

chase accordingly. We have from time to time added to the variety of our manufacturing com-modities to which this name or mark has always been applied, as for example, a chewing gum product of somewhat recent production upon our part. While we have never as yet manufactured tobacco, the taking on of such manu-facture in the future is by no means impossible or improbable. You will also see that the name or word "Beech-Nut" is a part of our corporate name. We have been thus particular to state this matter to you by reason of the acts upon your part which now follow.

when your part which now follow.

We have been shown a lined bag evidently employed for packing "Beech-Nut Scrap Tobacco," apparently manufactured by one of your factories at Middletown, Ohio. A prominent feature upon the bag is our trade name "Beech-Nut," including the oval band and our characteristic burrs and nuts. It is difficult to believe that the presence of our trade name "Beech-Nut" and mark upon the bag will not deceive the purchasing public in the belief that the contents of the bag are of our manufacture, and to us there is no other explanation to be given to the presence of our trade name "Beech-Nut" and mark upon this bag except the intention on your part that the public shall be so mark upon this bag except the intention on your part that the public shall be so deceived: and you will sell your tobacco by reason of the presence thereon of our name and mark. In other words, these acts strongly indicate to us intentional unfair trading.

We have decided in the first instance to write your fuller at the history for the strongly the str

to write you fully as to this matter and present to you our view of your acts and to request you immediately to cease this use of our name and mark and give us written assurance of the

same.
We have confidence that now your attention is called to it you will recognize the justice of our position and that there will hereafter be no necessity of using any harsher course to enforce recognition of the same. We have been thus particular also for the reason that there were the properties of the reason that there were the properties the same. there can be no contention hereafter that we have not fully stated your position and ours in this matter. An early re-ply upon your part is requested and expected.

Yours very truly,
BEECH-NUT PACKING COMPANY
F. E. BARBOUR.

BEECH-NUT PACKING COMPANY, CANAJOHARIE, N. Y. DEAR SIR:

Preliminary to any discussion of the matter, will you be good enough to let me know when you first began to use the name "Beech-Nut"? I notice on your letterhead, "Incorporated 1899." but this of course does not necessarily mean that you began to put products on the market under the name "Beech-Nut" at that time.

The statement in your letter of June 11, that you believe we are using the name "Beech-Nut" with the intention

that the public shall be deceived into thinking that our product is of your manufacture, is not only without the slightest warrant, but is little short of ridiculous. As a matter of fact, if such an impression should be formed, it would be to our detriment.

Yours very truly,

TSF/L

BEECH-NUT PACKING COMPANY Canajoharie, N. Y., July 2, 1915. LORILLARD CO. 119 WEST 40TH ST.,

NEW YORK. MR. THOMAS S. FULLER,

DEAR SIRS: Your favor of the 23 ult. duly received.

"Beech-Nut" trade-mark Our trade name has been used by ourselves and our predecessors since and prior to the year 1891. Both our trade-mark and our trade name "Beech-Nut" has been used continuously since that date in our business and to such an extent and in such manner that both the name and the mark long since came to have a "secondary significance and meaning"; that is, wherever the mark and name "Beech-Nut" is seen and no matter with what product it is associated with it has a "secondary significance" and means only the product and products of the Beech-Nut Packing Company.

You are woefully mistaken and en-tirely misinformed in your assumption and, indeed, your statement that the public is not deceived by your clients use of our trade-mark and name "Beech-Nut." We know as an absolute truth what is apparent on the face of the what is apparent on the face of the facts that the general purchasing public is deceived by your use of our "Becch. Nut" trade-mark and trade name and, indeed, this could not well be otherwise, but we know further that your salesmen and agents deliberately push your goods and trade under this identity of use of their mark and name.

We beg to call your attention in this connection to our former compunica-

connection to our former communica-tion to you in this matter and to again urgently request that you immediately stop the use in every way and manner of our trade name and mark "Beech-Nut," in your dubling action upon our part,

Yours very truly,

Yours Very truly,

BEECH-NUT PACKING COMPANY

F. E. BARBOUR. in your business without further

BEECH-NUT PACKING COMPANY, CANAJOHARIE, NEW YORK. (Attention F. E. Barbour, Esq.)

GENTLEMEN: We have your letter of July 2, further with reference to our use of the name "Beech-Nut" on scrap tobacco, and informing us that you and your predecessors have used the name since and prior to the year 1901 and prior to the year 1891.

. . . You seem to proceed upon the assumpto useem to proceed upon the assumption that we have recently begun to use the name on the tobacco. This is not the case. This Company and its predecessor in ownership of this brand have used it continuously since prior to the year 1898, as shown by records in my office. ed into of your out the

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We take pleasure in announcing that

WALTER E. MANN

formerly Advertising Manager of House & Garden will represent THE DELINEATOR AND THE DESIGNER

FRANK W. LOVEJOY

formerly Eastern Advertising Manager of Country Gentleman will become identified with our Eastern Advertising Department in charge of GOOD HARDWARE

G. H. LEIGH, Eastern Manager BUTTERICK PUBLICATIONS

> THE DELINEATOR THE DESIGNER **EVERYBODY'S ADVENTURE** THE PROGRESSIVE GROCER GOOD HARDWARE

I have not made a search beyond that time, but I have no doubt that I can find that the brand is very much older.

Though you may turn out an excellent quality of bacon, it does not follow that you could turn out an excellent quality of tobacco, or steel rails, or pianos or aeroplanes. If your contention were true, we, who have a brand of tobacco called "Climax," could enjoin the use of the name on a well-known threshing machine which is sold in the Western machine which is sold in the Western States, or we could enjoin the use of our name on the Lorillard refrigerators. It has never occurred to us to attempt either.

If you will look at our package of Beech-Nut Tobacco, you will see that the name "Lorillard" is prominently disheech-Nut Tooscoo, you will see that the name "Lorillard" is prominently displayed thereon. This was done with the desire that people should know the tobacco is coming from the Lorillard Company. It has been our belief that the fact that Lorillard made it would of itself be of value to the brand. It is difficult to see how you can seriously claim that there is the slightest similarity in the marking of the package and the fac-simile of your mark as displayed on your letterhead. If you desire me to point out to you authorities which I consider completely sustain my view as expressed herein, I will take pleasure in doing so.

Yours very truly,

TSF/L

TSF/L

September 15, 1915. F. E. BARBOUR, Esq., BEECH-NUT PACKING COMPANY, CANAJOHARIE, N. Y. DEAR SIR:

It is difficult for me to see how anyone can claim that there is any anyone can claim that there is any similarity in our products and yours, or in your label and ours, other than the name "Beech-Nut." Your claim that we would not have the right to use the name "Beech-Nut" on tobacco products must find its basis in the idea that you can appropriate the name "Beech-Nut" for all products of whatever character. That the law does not permit of such a claim is elementary. If your claim were maintainable, then the Lion Brewery in New York, could enjoin the manufacture of Lion brand collars, or vice versa. Suppose that the J. B.

the manufacture of Lion brand couars, or vice versa. Suppose that the J. B. Williams Company should tomorrow put out a new brand of shaving soap called "Beech-Nut." Do you argue that you could stop it because you have first used the name on ham and bacon? It seems to me that your argument must lead to this conclusion. The law of unfair competition, so far as it assumes to prothis conclusion. The law of unfair competition, so far as it assumes to prothe public, assumes to protect tect the public, assumes to protect the purchaser of average intelligence. It is difficult to believe that a person of average intelligence who enters a store for the purpose of buying "Beech-Nut" hams or bacon could be deceived into thinking he was getting either if he were handed a package of "Beech-Nut" chewing tobacco, or that-the "Beech-Nut" chewing tobacco was manufactured by the manufacturer of the hams and bacon. It is no more the custom in this country for a packer to manufacture country for a packer to manufacture

chewing tobacco than it is for a mam facturer of beer to manufacture collan and the purchaser of average intelligence perfectly well knows this.

We have tried to make it evident our package that our "Beech-Nut" chea ing tobacco is of our manufacture, by stamping across the top of the package before the name "Beech-Nut," "Lond lard's." We have also on the other side of the package, plainly printed that it is manufactured at Middletown, Ohin the it is manufactured at Middletown, Ohin the it is monthing in the get-up of the label, whether in design, color or wording, which could suggest to a person of average intelligence that it was of your manufacture, or in fact the manufacture of anyone except the Lorillard Company, of anyone except the Lorillard Company,

On this general aubject, if you had not already done so, you might comes Nims on Unfair Business Competition, pages 200 to 300; therein I think you will find a very complete and satisfactory discussion of the law governing this subject. I will quote you paragraph III on page 236:

"Property in a place name for all purposes cannot exist in one person under ordinary circumstances. The counter ordinary circumstances.

under ordinary circumstances. The defendant must be using it in the same or a similar business as the plaintiff. Large a similar business as the plaintiff. Larg amounts of rubber as well as licone might be found in Anatolia. If there were, the rights which the complainan has acquired in the use of the name in the licorice business, would not preveat another under certain conditions from acquiring a sole right to use the name in the rubber trade."

There is no distinction so for as the

There is no distinction so far as the principle here laid down is concerned principle here laid down is concerned between a place name, a generic name, or a fanciful name. You might als consult the cases of Borden's Icc Craza Company against Borden's Condense Milk Company, 201 Fed. 510 and Well, v. Ceylon Perfume Company, 105 Fel

> Yours very truly, (Sgd.) THOS. S. FULLER.

this correspondence terminated in 1915 no action of any character was taken by the plaintiff as against the defendant For four years thereafter there was inactivity on the part of the plaintiff during all of which time the defendant continued to deal in this "Beech-Nut" scrap chewing tobacco on a very large scale

In 1919 the Lorillard Company planned to put on the market a "Beech-Nut" cigarette and again there ensued some correspondence between the parties relative to this. . . . Negotiations between the parties relative to the right of the defendant to use "Beech-Nut" as a label for cigaretts (Continued on page 133)

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"Month after month throughout 1923, the value of the orders directly received by us from Good Housekeeping readers has shown a return of about 700% over the cost of the space." So writes an advertiser in British Good Housekeeping. No wonder the opportunity for reaching the British market through such a responsive channel is being utilized by many American manufacturers. For a copy of the latest issue, address our New York office at 119 West 40th Street.

BRITISH GOOD HOUSEKEEPING

1 Amen Corner, London E. C. 4

The quicked way home - in England



Anne Hathaway's Cottage

@ Underwood & Underwood

COOLIDGE APPEALS FOR BETTER HOMES

In Speech Which Is Broadcast He Endorses a Nation-wide Movement.

Special to The New York Times.

WASHINGTON, May 10.—President Coolidge tonight made a 300-word speech, which was broadcast in behalf of the movement for better homes. The movement, which is under the leadership of Mrs. William Brown Meloney, had its opening meeting tonight.

The President's speech follows:

"The American home is the source of our national well-being. In it our high traditions of service and integrity are fostered. From the true home there emerge respect for the rights of others and the habit of cooperating for worthy needs. Through sharing its common enterprises and common sacrifices the child develops that sturdiness of char-

5. 1924

and womanhood of our land.

"In recent years the remarkable development of our material resources, of human invention and of human opportunity have turned the attention of many from the home to other fields of engrossing interest. It has been necessary to recall public attention to the home lest its influence and its finer values be impaired. I have, therefore, been well pleased to note the founding of the movement for better homes in America under the inspiring leadership of Mrs. William Brown Meloney, and have been happy to serve as Chairman of its Advisory Council. The reorganization and program of the movement I have followed with interest, realizing the significance to the nation of a widespread movement to strengthen and improve the home.



ERWIN, WASEY & COMPANY **CAdvertising**

CHICAGO

NEW YORK

PARIS

LONDON



.... and tomorrow she goes a-shopping. What have you to sell? Here is your chance—you with your bacon, your beans, your laundry soap—alas, how slim a chance it is! How will you make her who rides now with Prince Charming pause and think of your prosaic wares? There is a way, even in these lamplit hours. The years have taught us how.

Advertising prepared by Erwin, Wasey & Company is prepared always with a realization of the intense competition for attention in the American home. We design and illustrate and write with this fact fixed in mind. Each advertisement we do must pass this test: does it attract the eye? does it hold attention? does it sell?



terminated without result. Thereafter the Beech-Nut Packing Company decided to apply for registration of "Beech-Nut" for cigarettes, which application was published in the Patent Office Gazette and the Lorillard Company, upon learning of it, filed a notice of opposition in the Patent Office where a hearing was had. The proceedings, a copy of which is by stipulation a part of this case, resulted in the denial of the plaintiff's application from which the plaintiff did not appeal.

In May, 1921, the plaintiff instituted its present cause of action, alleging that the defendant has injured its business good-will has appropriated the good-will of the plaintiff to its own uses.

One of the defenses interposed is that of estoppel, the following extract from the opinion of Judge Mayer in the case of Valvoline Oil Co., 211 Fed. 189, being called to our attention:

It cannot be equitable for a well-informed merchant with a knowledge of a claimed invasion of right to wait to see how successful his competitor will be and then destroy, with the aid of a court decree, much that the competion has striven for and accomplished, especially in a case where the most that can be said is that the trade-mark infringement is a genuinely debatable question."

To the point of estoppel the plaintiff replies that the testimony taken in the Patent Office proceedings first revealed to it that the defendant had abandoned the "Beechnut" label or trade-mark which was acquired in 1911; that it, from 1915 on, relied on the representation of the defendant as to facts which were peculiarly within the knowledge of the defendant and inaccessible to it, which upon their face (as furnished by the defendant) gave the defendant the indefeasible right to go on with the "Beech-Nut" scrap tobacco; that the Patent Office proceedings disclosed that there was no continuous use of "Beech-Nut" as a label for tobacco as the defendant had stated to it in 1915 but that the label "Beechnut" so allotted in 1911 had been abandoned and that

some years thereafter a new trade-mark containing the word "Beech-Nut" was adopted—the facts showing that there was a clear intention on the part of the defendant to abandon the old "Beechnut" label and to substitute for it one similar to that used by the plaintiff.

Did the defendant abandon "Beechnut" as a label for tobacco by permitting the word to lie dormant for three or four years and then reviving it in the manner which has already been de-

scribed?

In considering this question it should be constantly kept in mind that the right to use a word for trade-mark purposes is usually, if not always, confined to "merchandise of the same descriptive properties." The limitation of the scope of trade-marks merchandise of the same descriptive properties" (Sec. 5 (b) Trade Mark Act February 20, 1905) was adopted in the statute as an expression of the scope designated in the decisions of the Court under the common law (Hanover Star Milling Co. v. Metcalf, 240 U. S. 403, 412-14), and the classification of the Patent Office by which "tobacco products" were placed in Class 17 by themselves, is an expression of legal scope by an authority which raises a presumption. Likewise, the placing "foods and ingredients of foods" in a class by themselves, No. 46, raises a presumption that the scope of trade-marks adopted for foods and ingredients of foods is not to extend over other classes. If any cases are to be found which seem to depart from this rule, examination will show either that they involved facts showing actual fraud or bad faith or the equivalent thereof (Peninsular Chem. Co. v. Levinson, 247 Fed. 658), or that the two articles of merchandise are habitually used in conjunction, as was the case of the flour and syrup in Aunt Jemima Co. v. Rigney Co., 247 Fed. 407, C. C. A. 2, of steam apparatus and steam traps to be used therewith in Simplex v.

Gold, 43 App. D. C., 281, of electric lamps and incandescent mantles in Anglo Co. v. General Co., 43 App. D. C. 385, and of automobile tires and automobiles in Akron-Overland Tire Co. v. Willys-Overland Co., 273 Fed. 674.

As we shall see, the fundamental doctrine in this country. as declared by the Supreme Court of the United States in the Han-over Star Milling cases (240 U. S. 403, 412-414) and reiterated by that court in the Rectanus case (248 U. S. 90, 97), is that there is no such thing as property in a trade-mark except as a right appurtenant to the established business or trade in connection with which the mark has been applied so that a trader has no property in the mark per se but only in reference to his trade, and cannot prevent another trade from applying this mark to goods which are not of the same description.

Indeed the books are full of cases illustrating and applying the well-settled doctrine that in this country the same mark may be used by different concerns for different articles, nothwithstanding these articles are packaged and sold in the same stores.

Many instances of the use by one concern of a word as a trademark for tobacco and the use by a different concern of the same word as a trade-mark for products of a different character have been called to our attention.

There are "Mogul" cigarettes and there are "Mogul" food products, such as evaporated milk, tapioca, sugar, red pepper, almond flavor and peppermint.

There are "Camel" cigarettes and there are "Camel" food products, such as canned corn, tomato catsup, rolled oats, oysters, ginger and sweet pickles.

There are "Omar" cigarettes and there are "Omar" food products, such as vanilla, plums, waxed beans, sauer kraut and coffee.

There is "Star" tobacco and there are "Star" soap and washing fluid. There are "Sunshine" cigarettes and there are "Sunshine" biscuits. There are "Polo" cigarettes and

there are "Polo" canned goods.

There is "Climax" tobacco and
there are "Climax" chocolate
dates.

There is "Apple" tobacco and there is "Apple" chewing gum.

It will thus be observed that the distinction between tobacco and food products has for a long time been quite generally recognized.

Next we shall refer to the law of "abandonment."

In Baglin v. Cusenier Co., 221 U. S. at pp. 597-8, the Court said:

But the loss of the right of property in trade-marks upon the ground of abandonment is not to be viewed as a penalty either for non-user or for the creation and use of new devices. There must be found an instead to abandon, or the property is not lost."

In a comparatively recent case of Wallace & Co. v. Repetti, 266 Fed. 307, the Circuit Court of Appeals for the 2nd Circuit, speaking through Judge Manton, said:

In order that an abandonment may be established as a defense, it is essential to show, not only acts indicating practical abandonment, but an intent to abandon. Thus, where the appearances may be sufficient to indicate an abandonment, this may be satisfactorily explained by showing a want of intention to relinquish the right claimed. Saxlehner v. Eisner & Mendelson Co., 179 U. S. 19, 21 Sup. Ct. 7, 45 L. Ed. 60. There is no penalty which inflicts the loss of right of property in trade-marks by nonusage, unless there also be found an intent to abandon (p. 308).

When the defendant received the list containing these trademarks including "Beechnut" in December, 1911, it filed that list with its records. There is undisputed testimony in the case that trade-mark names are valuable—have unlimited values,—and so far as appears the only tangible thing received by the defendant at the time was the list of words, including "Beechnut." That list was not destroyed but was put away where it was consulted from time to time.

On three different occasions at

Wisconsin Is Not a One Newspaper State

Neither can it honestly or rightfully be claimed as part of any greatly exaggerated metropolitan newspaper market or zone.

Take Janesville as an example: Here is a major Wisconsin market, covered efficiently and thoroughly by a modern high grade daily newspaper with 4858 circulation in the city limits. The combined circulation of the two metropolitan newspapers, nearly 100 miles distant, claiming to "cover" Janesville and claiming to influence the buying habits of its citizens is 669 copies for one and 121 copies for the other, or a total of 790 copies daily, according to their own claims. Thousands of Janesville citizens never see either of these newspapers—the influence must be occult.

The day of the blatant Circus Barker in advertising claims is passing rapidly.

There is a distinct trend on the part of the advertisers, the men who put up the money for advertising—to seek out and develop definite markets where they can secure tangible returns on their advertising investment.

Scarcely a day passes which does not see some new advertiser start here. The latest one, The American Candy Company, K Y W Candy Bar, directed by the Koch Company, Advertising Agents, broadcasting quality through the Gazette, secured 100% jobber and dealer distribution, 100% window and counter trims in less than 2 days, working with our merchandising department, consumer demand followed quickly and repeat business is coming in, quick turnover, quick profits.

THE JANESVILLE DAILY GAZETTE

H. H. BLISS, Publisher

THOS. G. MURPHY, Adv. Mgr.

"An Unusual Newspaper"-Member of Wisconsin Daily Newspaper League

M. C. WATSON, Eastern Rep., 286 Fifth Ave., New York City THE ALLEN-KLAPP CO., Western Rep., 1336 Peoples Gas Bldg., Chicago

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least the defendant took from this list names for use as labels for tobacco products, to wit: "Comet," "Pioneer" and "Yacht Club." Reviewing the conduct of the defendant, one-must conclude, it seems, that it intended to retain all of these listed names and avail itself of them from time to time as the situation of its business suggested. For three years there was no act on the part of the defendant which would tend to indicate in the slightest degree that the word "Beechnut" had been or was to be abandoned. When it is remembered that there were thousand or more names on the list, the mere non-usage of one word for that period would not in itself amount to abandonment. So we find that in the fall of 1914 there had been no abandonment of "Beechnut" on the part of the defendant.

The other aspect of the question is whether in reviving the use of "Beechnut" as a label for its tobacco products, there was effected an abandonment because the defendant in 1914 changed both the old Weissinger formula and the old label in favor of a new kind of tobacco and a dif-

ferent label.

Change of formula has never indicated abandonment. The contrary is the ruling of the courts. In Royal Milling Co. v. J. F. Imbs Milling Co., 44 App. D. C. 207, the Court of Appeals for the District of Columbia, says:

The trade-mark is not to be vitiated by change in the species of wheat used any more than it would be vitiated by an important change in the process of making flour.

The defendant acquiring the right to use the word "Beechnut" for tobacco purposes found that the particular formula of tobacco which had been sold for both smoking and chewing purposes by the predecessors who controlled the trade-mark was practically dead. The defendant, under the circumstances, certainly had the right to endeavor to revive this old tobacco, if it could, and it seems to the court that it also

had the right to improve it, if it could—improve the tobacco in any way which would make it marketable. Tobacco is tobacco, but there are many, many blends, mixtures, etc. Adopting a new formula, therefore, did not in the opinion of the court work an abandonment. Next, as to the right of the defendant to change the label:

In the case of United Barber's Service Co. v. Canalaito, 12 T. M. Rep. 265, a case before the Commissioner of Patents for cancellation of a registered trademark, "X-Ray," it appeared that the owner and registrant had proved use of the mark since 1914, while the plaintiff or petitioner proved use since 1915. The commissioner dismissed the petition, holding

The fact that the first labels were in manuscript and printed labels were used only from 1918, does not matter, as the use was continuous.

Nor does the fact that the printed labels used in 1918 first showed the picture of a woman, though use was claimed since 1913, * * *, as the word "X-Ray" is the essential feature of the mark.

This decision was affirmed by the District of Columbia Court of Appeals, January, 1923. Vol. 13 T. M. Reporter, p. 137.

There is nothing in the record to indicate that the old Weissinger squirrel label was attractive to any purchaser either because of its color or design. Whatever sales were effected do not appear to have been effected because of the label. Although it carried the picture of a squirrel, the tobacco was always referred to, so far as we are aware, as "Beechnut" and not otherwise. There does not appear to be any particular reason why a squirrel should appear under the word "Beechnut" rather than the picture of a beechnut. The old formula was not to be dealt in any longer and it seems to us that the change in the formula justified a change in the decorative features of the package which was to contain this new blend or mixture. So the label was modernized, made attractive. Is it not common knowledge a.d.a Shows Speed in Winning Sales

30

Here is more proof that Caxton a.d.a (Applied Direct Advertising) produces quick sales results and pays big dividends:

\$13,275 in sales from first letter in a sixpiece a.d.a campaign mailed by one dealer to 605 prospects.

This is the first individual dealer report in a national Caxton Applied Direct Advertising campaign, operated under the control and supervision of the manufacturer, that has just gone into action. Equally satisfactory returns are coming in from other dealers.

Caxton a.d.a gets quick sales results because it enables the manufacturer to equip every dealer with the most effective means of pre-selling—localized national advertising combined with individualized and personalized local advertising. It gives the manufacturer complete pre-selling control, between the factory and consumer.

Caxton sales counselors have prepared a new educational Direct Mail exhibit which contains much to interest every progressive manufacturer with a national dealer organization, or who distributes his product through branches.

Our book "Pre-Selling" will be mailed free upon request of sales, sales promotion and advertising managers of manufacturing concerns with national distribution. To others the cost is one dollar.



THE CAXTON COMPANY

Applied Direct Advertising

CLEVELAND, OHIO

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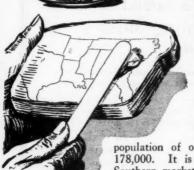
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Don't Spread



You can't taste the butter if you put too little of it on your bread. Advertisers who attempt to cover the whole United States with two or three magazines are spreading their butter on too thin. This is particularly true in the South where magazine circulations are small. For instance, the total circulation of a large weekly in ten Southern states with a

population of over 20,000,000 people is only 178,000. It is impossible to reach the great Southern market with such a small circulation.

To Cover the South It Is Necessary to Advertise in Southern Newspapen

Newspapers are more of a social institution in the South. Furthermore, Southern newspaper reach into every nook and cranny of the Southland

and advertisers who put their messages in Southern newspapers gatheir story over definitely to great groups of people of the same traditions, same ideas, same social customs and the same buying habit

Advertisers can reach the Southern market at a low advertising cost. The rate per line per thousand population is much lower in the South than in the Northern states. A comparison between the five large states of New York, New Jersey, Minnesota, Iowa and Connecticut (with a total population of about 20,000,000) and to Southern states with the same population shows that it costs 660 per line per thousand to reach, with an advertising message, the people in the Northern states mentioned, whereas it costs only 14c per line to reach the people in ten Southern states.

It costs only about one-fifth as much to advertise in the South, accomplish the same results, as it does in the East and North.

Sell It South, Through the

eache Butter butter In Too Thin!

The South Is a Rich and Prosperous Market nd Can Be Reached at Low Cost

Vith 30c cotton, little unmployment and diversified
rming and manufacturing,
the South is no longer the
bor country it used to be
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tow has good roads, good
hools, cheap water power
and a new spirit. Its banks
the running over with money.
Vith the largest group of
tive-born Americans in the

United States, it can, thru mass psychology, be easily influenced by the advertiser; and it offers one of the greatest markets for advertised products in the United States. A recent statistical map shows that the thirteen states in the Southern group are in better condition from business standpoints than other parts of the United States.

Plan an intensified campaign in the South for this Fall. Write to Mr. Walter Johnson, Secretary of the Southern Newspaper Publishers' Association, Chattanooga, Tenn.

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that many old standard tobaccos are now ornamented considerably differently than they were years ago? Boxes, containers and packages for tobacco have undergone many improvements during the past twenty years. To hold that the rightful owner of an established trade name may not redecorate or reornament or, to use a somewhat inelegant phrase, polish it up, would be, in our opinion, unreasonable. the defendant, availing itself of the right to redecorate and reornament its label, adopted as the main change, as a comparison will promptly disclose, what has been called a sunburst or radiating effect. Nothing like this sunburst or radiating effect appears on the labels of the plaintiff and the fact that the defendant adopted it demonstrates conclusively. seems, that there was no attempt on the part of the defendant to copy or imitate the standard mark of the plaintiff. Not only was there a sunburst or radiating effect placed upon this new label, which, by the way, overshadows most of the other features of it. but instead of there being three colored photographs of a beechnut, the defendant placed the red outline of one in an inverted position. The plaintiff argues that the two trade-marks are so similar that the public thinks that they are the same. If one should eliminate the word "Beech-Nut" from both labels, it would be extremely difficult to locate any similarity at all between them. And each party has the right to the word "Beech-Nut" for its distinct prod-uct. It may be that what the defendant did in changing the old Weissinger label has amounted to an abandonment of the squirrel and other decorative features of that old label which have been omitted from the revised label, but the court is unable to agree that the word "Beech-Nut" was abandoned simply because hyphen was utilized in addition to the adoption of different decorative features, the main feature of which is a sunburst or radiating effect unknown to any label

of the plaintiff which has been called to our attention.

What we have said relative to the defendant's right to use the word "Beech-Nut" in connection with tobacco applies also to the cigarette feature of this cause. Cigarettes contain tobacco and are smoked. The trade-mark acquired by the defendant was for smoking and chewing tobacco and, as we have already pointed out, it is our opinion that the blend or formulas could be changed and the labels could be changed and the labels could be a bandonment of the word.

There being no abandonment on the part of the defendant, the bill should be dismissed.

Starting Mammoth Incubator Campaign

The Buckeye Incubator Company, Springfield, Ohio, is beginning this month a campaign using double-page spreads in the poultry journals of both the United States and Canada, Penkrers' INK is informed by George Cugley, vice-president of the company. The campaign will feature Mammoth incubators exclusively and will run for six months.

Following this campaign, Mr. Cugley states that the company plans a larger campaign on its commercial line than ever before in its history. This line includes incubators having capacities of from sixty to 600 eggs and brooders burning coal and oil. It is sold through dealers while the Mammoth incubators are sold direct to hatchery owners.

Has Wise Shoe Stores Account

The Star Shoe Company, New York, operating a chain of eight Wise she chain of eight Wise she was the Shoe Sheet of the She

Blake, Moffit & Towne Buy Sacramento Business

Blake, Mofitt & Towne, wholesale paper distributors, San Francisco, have purchased the business of the Richardson Case Paper Company, Sacramento. The business will be continued as a Sacramento office for Blake, Mofitt & Towne. E. W. Benson, who has represented them in the Sacramento territory is many years, has been appointed manager.

HYLOPLATE

Forty-eight leading Paper Merchants sell Kimberly-Clark Papers

The Chatfield & Woods Company **BUFFALO**

The Alling & Cory Company BUTTE

Minneapolis Paper Company CHICAGO Bradner Smith &

Company Chicago Paper Co. Parker Thomas & Tucker Paper Co. Swigart Paper Co.

CINCINNATI The Chatfield & Woods Company CLEVELAND The Petrequin Paper Company

DALLAS Graham Paper Co. DENVER The Carter Rice &

Carpenter Paper Company Graham Paper Co. DES MOINES Carpenter Paper Company of Iowa

Western Newspaper Union DETROIT Beecher Peck &

Lewis EL PASO Graham Paper Co.

FARGO Western Newspaper Union

INDIANAPOLIS Crescent Paper Co.

KANSAS CITY Graham Paper Co. Kansas City Paper House

LINCOLN Lincoln Paper Co. Western Newspaper

Union LITTLE ROCK Western Newspaper. Union

LOS ANGELES Western Pacific

Paper Company LOUISVILLE Southeastern

Paper Company MILWAUKEE The E. A. Bouer Co.

MINNEAPOLIS Minneapolis Paper

Company NASHVILLE Graham Paper Co.

NEW ORLEANS Graham Paper Co. E. C. Palmer & Company, Ltd.

NEW YORK CITY The Canfield Paper Company

OKLAHOMA CITY Kansas City Paper Western Newspaper **OMAHA**

Carpenter Paper Company Field-Hamilton-Smith Paper Co. Western Paper Co.

PHILADELPHIA The Canfield Paper Company

PITTSBURGH The Chatfield & Woods Company

PUEBLO Colorado Paper Co. ROCHESTER

The Alling & Cory Company

SALT LAKE CITY Western Newspaper Union

SAN ANTONIO San Antonio Paper Company

SAN FRANCISCO General Paper Co. SIOUX CITY Western Newspaper

Union ST. LOUIS Graham Paper Co.

ST. PAUL . J. Stillwell Paper Company

TOLEDO The Commerce Paper Company

WICHITA Western Newspaper Union

Samples will be furnished on application by any of the above paper merchants

Kimberly-Clark Bleached Refined Groundwood Papers simplify ink problems

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Home Dressmaking Saves America



"No large enterprise can exist for itself alone. It performs some great service, not for itself, but for others."

President Coolidge, to the Associated Press, April 22, 1924

THE MCCALL COMPANY serves the people of America by saving them over \$300,000,000 a year—through the New McCall Printed Pattern.

With this simple printed pattern, called "the greatest invention for women since the sewing machine," any woman can reproduce the newest, smartest stylecreations from Paris. She can make them so easily, and so satisfactorily, that she gladly practises the economical art of home dressmaking.

The number of women who use

Mc CALL'S

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on McCall Street \$300,000,000 a year



McCall Patterns has increased 57% since a year ago. In a year millions of women buy and use over 30,000,000 McCall Printed Patterns. With a McCall Pattern, plus her own labor, a woman can have either twice as many clothes, or half the money in her clothes budget available for other purposes. The money thus savedor released for purchasing other things-is conservatively estimated at \$300,000,000 a year.

Last year 110,147,450 yards of piece goods were sold to the women who live on McCall Street. These women bought a billion dollars' worth of silk, wool, and cotton goods, not to mention the miles of trimmings and ribbons and laces, or the millions of fasteners, buttons and other

notions. These materials are sold through more than 8,000 retail merchants

THE McCALL COMPANY, 232-250 San Francisco Chicago

whose stores are located on McCall Street and who carry McCall Printed Patterns.

Patterns.

Over 100,000,000 separate McCall
units—publications and patterns—
go out every year, into the homes of
the nation. These include the Printed go out every year, into the nomes or the nation. These include the Printed Patterns, the Fashion Sheets, the McCall Quarterly, the McCall Needlework, and McCall's Magazine—whose fashion section is to the woman an enchanted world of poetry and dreams, where the creations of the world's foremost designers are attractively displayed. From them she can select—and make—whatever her fancy pleases.

Over \$48.000 women wrote McCall's

Over 548,000 women wrote McCall's Magazine last year on some home problem. Last month alone, McCall's Magazine received 97,323 letters from readers. This voluntary response from such a great number of women is the strongest possible evidence of the helpfulness of McCall's Magazine.

It is evidence of the service that reaches out into every part of our national life—the kind of service the President had in mind when he said that no great enterprise could pros-per today for itself alone—it must serve others.

West 37th Street, New York City Boston Atlanta

Over 2,000,000 Copies a Month

MAGAZINE

Bookstore Display Helps New H. G. Wells Novel

The Macmillan Company, New York, has made a selling experiment in connection with H. G. Wells' forthcoming novel, "The Dream." An attractive novel, "The Dream." An attractive cardboard easel, bearing an announcement of the book, was distributed to book stores two or three weeks before publication date. With the easel was a full-size "dummy" of the novel, in the regular binding, and clothed in an attractive jacket. This dummy reposed on a cut-out shelf in the easel on bookstore counters. Customers picking up the book found the regular title page, table of contents, and the first few pages of the opening chapter; following which were several perforated pages containing advance order forms. The rest of the book was blank.

Bookstores throughout the United

Bookstores throughout the United States and Canada gave this countercasel good display and many advance orders were obtained, while the novelty of the device brought very favorable

comment.

Newspaper Campaign for Tintex Dyes

A newspaper campaign throughout the country is being made on Tintex Tints and Dyes, distributed by Park & Tilford, New York. This advertising is directed by Jules P. Storm & Sons, Inc., New York advertising agency.

The Socoya Products Corporation, Cleveland, manufacturer of Jam-O-Lax, has placed its account with the Storm agency. Newspapers are used.

agency. Newspapers are used.

Tide Water Oil Profits Higher

The Tide Water Oil Company, New York, Veedol lubricants and Tydol gasxork, veedol lubricants and Tydol gasoline, reports gross earnings of \$12,-251,415 for the first three months of 1924, against \$10,963,636, in the same period last year. A net income after all deductions including Federal taxes, is shown as \$2,175,901. This compares with \$1,125,846 for the corresponding quarter of 1923 quarter of 1923.

Motorbus Company Ties Up with Ball Games

The People's Motorbus Company of St. Louis, Mo., uses small space on the sporting pages of St. Louis news-papers during the baseball season. The copy used shows a large double-deck motorbus filled with passengers, and above it the hand-lettered suggestion: "Take the Bus to the Ball Game."

Refrigerator Account for Montreal Agency

The Thos. Davidson Manufacturing Company, Ltd., Montreal, has placed its advertising account with Dominion Advertisers, Ltd., Montreal. Newspapers are being used to advertise the Frost River refrigerator.

New General Manager Advertises Policies

Neal-Clark-Neal, the Music Lovers' hoppe, Buffalo, N. Y., recently ap-Shoppe, Buffalo, N. Y., recently pointed E. Paul Hamilton as its eral manager. In large space in Buffalon newspapers this firm introduced him with "A Declaration to All Buffalo." One-half the areas were the state of the state

One-half the space was used by Mr. Hamilton to state his policies. The other half, over the firm name, was captioned "Who Is E. Paul Hamilton and Why We Engaged Him?" The latter gave his record in the music industry, and stated that "we are now conjuncted to serve more than the three than the state of the serve more than the serve mo equipped to serve you better than ever before."

In a simple friendly style, Mr. Hamilton told of his purpose to give Bufalo an unsurpassed musical service. A one-price-basis and "no bait adverting schemes" were stressed. "Whether ing schemes" were stressed. Whenner you contemplate a purchase today or at some future time please feel at liberty to seek musical advice," expresses the general theme of his declaration. The conclusion is in this spirit: "I do not not a visit to see feet. want you to pay us a visit, to see for yourself what your money can buy and what constitutes real service. Will you do this for me at your earliest con-venience?"

Plans Campaign on Butcher Supplies

The Schwenger-Klein Company, Cleve-The Schwenger-Klein Company, Cleveland, manufacturer and distributor of butcher supplies, plans to compile a catalogue of its products. When this is completed a direct-mail campaign will be conducted and space will be used in business papers directed to the meat trade, PRINTERS' INK is informed by Arthur Malling, secretary. The advertising account of this company has been placed with The S. M. Masse Company, Cleveland advertising agency.

Form Engraving Firm at Cedar Rapids, Ia.

The Tru-Art Engravers, Inc., has been organized at Cedar Rapids, Ia.; Otto Kreig is president; P. J. Flanders, is vice-president and Clare R. Marshall, formerly with the Iowa Legionnaire, Des Moines, is general manager.

Appoint Thomas F. Clark Company

The Vallejo, Calif., News, and the El Dorado, Ill., Journal, have appointed the Thomas F. Clark Company, publishers' representatives, New York. steir national advertising representative.

Appoint Frost, Landis & Kohn

Frost, Landis & Kohn, publishers' representatives, New York, have been appointed national advertising representatives by the Gastonia, N. C., Gascate and the La Grange, Ga., Reporter.

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Williams & Cunnyngham

Whose business is the study and execution of

good advertising

6 NORTH MICHIGAN AVENUE, CHICAGO

Why are Fine Art



Fine Art Print subject by courtesy United States Printing and Lithograph Co. This insert produced on a Harris Offset Press

Art its Produced Offset?

INE Art Prints, exhibited and sold by the better art shoppes, are produced OFFSET.

Wonderful outdoor scenes, gripping character studies, pictures of dramatic historical incidents—
are faithfully reproduced by OFFSET from the priceless originals of the world's famous masters. The illustration shown here is from the original "Connecticut Hills," by Ben. Foster, on exhibition in the Metropolitan Museum of Art, New York.

OFFSET gives to these prints all the effects of the originals—OFFSET retains the artist's craftsmanship of color blends—it retains his interpretation of the subject, mainted.

The purpose of advertising is not unlike the purpose of Fine Art Prints. Your direct-by-mail literature should represent you and convey your ideas. It should not be a mere mechanical carrier of words. It should present faithful reproductions of your product and of your illustrative effects. It should attract the prospect, and be recognized as above the ordinary. It should induce reading just as Fine Art Prints induce study.

Produce it then, as Fine Art Prints are produced—by DFFSET.

CALL IN AN OFFSET SALESMAN

Many lithographers operate offset presses. Know who hey are. Ask their salesmen freely for advice and suggestions. Obtain quotations by offset along with other quotations.

Published in the interests of More Effective Advertising by The Harris Automatic Press Co. Cleveland, Ohio, manufacturers of



PERSUASIVE ADVERTISING COPY AND PLANS



Springs of Response

by JAMES WALLEN

MOSES struck the rock with a rod and it responded with a cool rush of liquid crystal.

The elfish rogue in the nursery presses a coil and the jack-in-the-box jumps to answer like a welltipped bell-boy.

Springs of response! The great rock of public confidence harkening to dignified narrative advertising or the transient and easily broken toy of trick appeal. Every business man makes a choice.

One of my clients, Andrew S. Butler, President of McDougall-Butler, makers of quality paints, varnishes and enamels says: "I find that the public is accepting as its own, the attitude toward our business that I have long held. Mr. Wallen has not only helped us to see ourselves as others see us, but what is more vital he has helped others to see us as we see ourselves."

NEW YORK STUDY: VANDERBILT HOTEL

STUDY: EAST AURORA · N · Y

Correspondence to East Aurora

Getting "Form" Out of Collection Form Letters

How to Make Collection Correspondence More Effective

By W. B. Edwards

"WE firmly believe that the VV majority of form letters are ineffective," F. Indig, credit manager of Bayuk Cigars, Inc., tells us, referring to collection letters, "as they have a tendency to leave the impression that they have been 'signed but not read.'"

The criticism is just. Many collection form letters are, indeed, to all intents stamped "signed but not read." However, this is not due to any inherent failing in the form letter idea. Form letters may be written which have every appearance of individually dictated communica-

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Naturally the wording of the letter is of paramount importance in dodging the "form" appearance. It is taken for granted that the process of reproduction and general appearance must aim to heighten the personal impression.

Bearing this in mind, think back over the collection letters you have seen, and perhaps even those you are now using, and decide whether they fall down from the standpoint of being too perfect, grammatically and otherwise, to justify the claim that they look personal communications. Almost every dictated letter, were it gone over later, could be considerably improved. It is these slight errors in diction and general arrangement of thought which stamp the personal communication.

How many form letters-particularly collection form lettersavoid the mistake of being letter perfect? How many, for example, read as though they were unpre-meditated, personal conversations as does the following letter used for special cases by Sweet-Orr &

Co., Inc. :

My personal attention has been called to your past due account, as per the enclosed statement. As Director of Sales my chief con-cern is with the selling end of the busi-ness and not that of collections; but as it is to our mutual interests to have these old items out of the way, I am writing you to see if we couldn't come to some agreement between ourselves.

Our Financial Chief is held strictly responsible for the collection of overdue bills and must be able to make a satis-factory explanation to the President regarding any delinquent accounts. He is a good fellow, quite lenient up to a certain point but if he can't get what he is after, he puts his fighting togs on and goes after it with fire, sword and brimstone.

I am very friendly with him and said to him this morning, "Now, John, just keep cool for a few days; I feel Mr. wants to be approached in a different manner—just let me write him a personal letter and I'm pretty sure he will begin to see our side of the story and I know held do the refort.

story and I know he'll do the right thing by us."

Now, Mr., you have handled SWEET-ORR products long enough to know their value and to appreciate what a wonderful asset they are to you as a storekeeper. No doubt the workingmen of the store of th of (..... City) who use SWEET-ORR work clothes have been your steady customers and whenever they have need for a good work suit SWEET-ORR has for a good work but to their reputation for quality merchandise to such an extent that it has made an impression on the minds of the workingmen, and no tent that it has made an impression on the minds of the workingmen, and no matter what dealer handled SWEET-ORR products in your territory, he would be assured of their business. Why should you throw this business away and give it to someone else when you can hold it? I would like to have your cardial.

you can hold it?
I would like to have you continue as distributor of our products and I know that our friend Mr.

Our sslesman, feels the same way.

No matter how much I would like to help you, Mr.

Our is seems that after all, our Financial Chief has the final word as to the shipment of your recent order. I have asked him to agree to take no direct action until I have heard from you by return mail.

A prompt response will satisfy the

nave heard from you by return mail.

A prompt response will satisfy the financial end of the business and will, at the same time, permit us to go ahead and ship your held order so that you will get the goods during the selling season and begin realizing on your profit.

Please let me know personally what your intentions are regarding this matter and let us see if we can get together in harness again.

Most readers of this would have no difficulty in picking flaws in it. One may criticize it for being too long. As a matter of fact, that is a strong point in its favor. The personal communication, because it is largely spontaneous, is longer than perhaps is needed. narily, the Sweet-Orr letter would be regarded merely as a rough draft to be worked upon, cut here, polished there and patched up in general until it emerged a finished piece of writing-and an obvious form letter.

The opinion has been expressed by various financial authorities that 95 per cent of the business of this country is done on credit. I quote the figures, because they serve as an indication of the importance which should attach to collecting over-due accounts by mail. In other words, it is becoming increasingly necessary, as the credit structure expands, to improve the devices on which it rests. One of these supports is the collection letter, and when it is not stamped "signed but not read" it performs its appointed task more effectively.

In any collection series there is bound to be a "best" letter and others which, admittedly, are not quite as effective. Therefore, no slight is implied in holding up to the light two letters used by the Burke Golf Company and com-paring them. As a matter of fact both letters have brought highly

satisfactory returns. This is the way the first letter reads:

If many accounts, either large or small, pass the maturity date any length of time, the total will soon make a very

of time, the total will soon make a very large sum of money; and they become difficult and expensive to handle.

This is mentioned so you will know why your remittance is solicited, and we believe that you knowing the reason will not take offence, but on the contrary will want to oblige by making payment.

With the assurance of our cordial cond withse

good wishes.

By all ordinary measurements that is a very fine example of collection correspondence. notice how the fourth letter, in this Burke Golf Company series, gains attention by making effective use of the personal element. The copy of my third letter came back from our Accounting Department this morning, marked that no payment had been received for the amount past

due on your account.

Yesterday, I checked over all accounts contracted during the season just closed, and was much surprised to find so favor. and was much surprised to find so layor, able a condition—only a few were still outstanding. A great many of these will be paid, I believe, by the time your check reaches us.

If you will look over the invoices you have on file unpaid, you will find our beautiful that the still outstanding the still outstanding.

terms have been agreeable, and we have tried to please you with service and quality.

If our efforts fail to effect a prompt remittance, we want you to tell us just how you are situated, then a condition that is satisfactory can be established for both you and ourselves.

There is nothing of the "form" in that letter. It starts right out in an exceedingly intimate fashion and continues in the same vein to the very end. It deserves particular commendation because it requires no fill-in other than the name in the salutation. It is no picayune task to write a collection letter that is not labeled "form" without arranging it so that it calls for several fill-ins to preserve the personal effect. Burke Golf Company illustrates how this can be done.

Another collection series in which this personal note is predominant is that used by the Walworth Manufacturing Company. One of the final letters in this series is a particularly fine example. The letter eliminates the "signed but not read" stigma in the following fashion:

We have awaited your remittance very patiently for a long time, but, up to the present writing, we have had no payments, and not even a reply.

This is rather unfair treatment, is it

This is rather unfair treatment, is it not, when one stops to consider our unusual leniency toward you?

We dislike exceedingly to employ any agressive methods for the collection of this bill, because we believe you to be a person who would not ignore a just debt, but on the contrary, one who would make every effort to discharge a just obligation immediately. If you appreciate the good opinion we have of you and the many courtesies extended you in the past, will you not demonstrate the same by making a complete settlement of this account within the coming week?

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The development of collection methods, and particularly the development of the collection letter, has been almost painfully slow. Stung

THREE manufacturers laid pretty plans. They would advertise their goods to create popular demand. They would trademark their

Layser

goods to enable the public to identify them. And they did. but—

The first was a hosiery manufacturer. Stung! For when his hosiery reached the consumer the trademark was smudged, smeared and illegible.

The second was a glove manufacturer! Stung! For when his satisfied customers





were ready to reorder, the maker's name was obliterated from the glove.

The third was a silk manufacturer. Stung? Not he! When he got ready to trademark he came to trademarking headquarters for assistance; he came to the Kaumagraph Company. And the Kaumagraph Company not only helped him design a trademark, but showed him

the economical, practical way to apply it.

The Kaumagraph Company has been known as trademarking headquarters since 1903. Under its roof have been born many of the most famous trademarks in

GOLD STRIPE

business today—as well as the method of applying them.

Frankly, most of these trademarks have been in the fields of textiles, silks, hosiery, gloves, leather and linoleums although from time to time we have been able to assist entirely remote industries.

Only recently we have helped an industry that had been struggling for years with the problem of applying their trademark.

We may be able to help you.
Call us in anyway.
We'll gamble our time gladly.

KAUMAGRAPH COMPANY

Kaumagraph Building
354 West 31st St., New York
Boston, Chicago Philadelphia
Charlotte, N. C.
Paris, France
Paris, Ont., Canade



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However, it has advanced greatly since the days when a collection letter was as packed with threats as a blackhander's note of warning. Still further progress will be recorded along the lines of increasing collections without losing delinquent customers as the personal note creeps into this corre-spondence and the "signed but not read" stamp is lost.

Associated Dailies of Florida to Meet

The Associated Dailies of Florida will hold a meeting at DeLand, Fla., on May 17. A tentative program, which has been arranged, includes the following speakers: A. B. Codrington, DeLand News, "The Folly of Giving Away Your Circulation"; Lew Brown, St. Petersburg Independent, "Does a Newspaperman Advance His Paper's Interests by Entering Politics?"; and R. J. Holly, of Sanford Holly, of Sanford. D. H. Conkli

Conkling, publisher, Palm

D. H. Conkling, publisher, Palm Beach Post, will report on the recent convention of the American Newspaper Publishers' Association at New York. A subject which will receive general discussion will be "Why a Newspaper Must Keep IIs Equipment Abreast of the Times." Under this topic the following will speak: W. A. Elliott, Jacksonville Florida Times-Usion; W. F. Stovall, Tampa Tribune; E. L. Taylor, Miami Herald, and D. B. McKay, Tampa Times. Other speakers will be called upon by W. M. Pepper, president of the association. dent of the association.

Advertises Ten-Year-Old Specifications for Contract

The Chevrolet Motor Company, De-troit, in recent advertising used parallel troit, in recent advertising used parallel columns to contrast the 1914 and 1924 specifications for the No. 1 Chevrolet car and the present Chevrolet. The price is less than half of what it was in 1914. The yearly sales record is also given. Greater purchasing power of the consumer's dollar is the point

Dominion Campaign for Crane Fixtures

Crane, Ltd., Montreal, manufacturer of valves and plumbing fixtures, is conducting an advertising campaign in Canadian magazines. Full pages in color are being used. The Canadian Advertising Agency, Ltd., Montreal, is handling this account.

New Oil Paper in Texas

The South Texas Weekly Oil Mirror is the name of a new publication which will be published at San Antonio. It will cover the activities of the oil industry in Southern Texas. T. W. Lillie and C. S. Riley are the publishers.

Continental On-to-London Committees Active

Committees are now functioning in France, Denmark, Italy and other European countries arranging to send delegates to the London advertising convention. The organization work for the Scandinavian countries is now were the Scandinavian countries is now practhe Scandinavian countries is now practically ready. An On-to-London committee has been formed in Denmark under the auspices of the Danish Foreign Office. A. J. Poulsen, a high official of that office, is chairman.

In Sweden, Erland Nordlund and

Tom. A. Bjorklund are actively engaged in committee work. Norwegian interest in the convention is being stimulated by Alf Adeler and Robert Millar.

Arrangements are nearing completion in France for the reception of visiting American delegates. Senator Paul Dupuy, proprietor of Le Petit Parisies, has accepted the chairmanship of the reception committee.

The members of the Paris Executive Council, which is directing the plans of French advertising interests, are: Etienne Damour, chairman, Louis Serre, Martial Buisson, Joseph Breuer and Ch. Maillard.

Athletic Shoes to Be Advertised in New Campaign

The Witchell-Sheill Co. of Canada, Ltd., Windsor, manufacturer of athletic shoes, has just completed a new factory to take care of its Canadian business. The company will shortly commence an advertising campaign in the Dominion which will be directed by the Federal Advertising Agency, Ltd., London, Ont.

To Publish Norwegian Weekly Newspaper

The Norden Publishing Company, Inc. Brooklyn, N. Y., is publishing a Netwegian weekly newspaper named the "Norgeposten." It will circulate among Norwegians in the Eastern States. H. Wold, formerly with the Norwegian News Company, also of Brooklyn, is advectically the state of the Norwegian News Company, also of Brooklyn, is advectically the Norwegian News Company, also of Brooklyn, is advectically the Norwegian News Company, also of Brooklyn, is advectically the Norwegian News Company, also of Brooklyn, is advectically the Norwegian News Company, also of Brooklyn, is advectically the Norwegian News Company, also of Brooklyn, is advected to the Norwegian News Company, and the Norwegian News Company, also of Brooklyn, is advected to the Norwegian News Company, and the Norwegian News Company, also of Brooklyn News Company, and the Norwegian News Company, and the Norwegian News vertising manager.

Graphic Arts Exposition for Milwaukee

The Third Graphic Arts Exposition of the printing and allied industries will be held at Milwaukee from August 18 to 23 in the Municipal Auditorium. in connection with the fifth annual convention of the International Association of Printing House Craftsmen.

Becomes Davidson & Hevey

J. William Davidson, for the last six years with The Butterick Publishing Company, New York, has become associated with Edward V. Hevey, publishers' representative, also at New York. The business will be known as Davidson & Hevey.

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become y, pubw York DavidThere is only one solution to an advertising problem:

Find the man!

There is only one solution to an advertising problem:

Find the man!

Fifteen years ago nobody loved an alarm clock. But along came a Frenchman named Leroy and transformed this ugly household duckling into a family cavalier.

It took a lot of *finesse* to make a garrulous disturber of the morning peace seem like a cheery friend; a jolly old pal, even to the sleep-loving sluggard.

But Leroy was an artist in advertising.

Many men and several organizations have carried on this advertising since Leroy laid down his pen. And, to their credit, they have made no attempt to take out of it, that which Leroy inspired into it.

The manufacturer who hired Leroy settled his copy problem for many a year. He found his man.

B B B

Two other men, H. P. Williams and George Dyer, put into clothing advertising twenty years ago the best that is in it today. Most clothing advertisers are still drafting their copy from the master patterns of these two advertising designers.

Thus, twice in succession, on its advertising problems, did the clothing business find its man.

A long while ago, Claude Hopkins created a certain type of advertising which sent people into dealers' stores, while giving the advertiser an immediate coupon count on the number of these dealer-callers. Nearly every attempt that has since been made to put the coupon urge into national advertising has taken something from the Hopkins plan.

y 15, 1924

Here again, a great advertising need found its answer by finding its man.

For good advertising isn't machine processed; it is man-made.

R R B

The older and wiser an advertiser grows, the more he appreciates that "the man's the thing" in advertising successes. Finding the right agency service is largely a question of finding the right man.

And then making sure that he takes off his coat and does the job without delegating any part of it to sundry and supplementary Georges.

You may find your man on the pay-roll of a big agency. Or you may find him running an agency of his own, selling himself instead of a bired staff.

But the size and nature of his surroundings will have little to do with his usefulness to you.

His real power-plant lies within the man.

T T T

The three founders of this agency are wedded to the notion that the best advertising is, after all, a personal service task; not to be accomplished by mass production methods.

They concede the fine economic advantage of "group effort" in agency service. But they maintain that, in the final showdown, "conference copy" seldom holds a candle to the job done by the solitary worker who shuts himself up with his problem—and lives with it until he licks it.

All three principals in this agency have been major executives in large businesses. Hence they are not awed by the detail-problems of large accounts. They are ready to cheerfully delegate that detail to their ample routine facilities.

But they will not delegate the responsibility for

producing good advertising. That responsibility belongs to the principals and they assume it.

This agency has only three copy-writers. And they own the business.

To any national advertiser, spending one hundred thousand dollars a year or more in white space, who does not feel he is getting that vital spark in his advertising which only high voltage personal service can infuse, this is an open bid for an interview.

Messrs. Lennen, Mitchell and Lloyd believe in action advertising.

Do you? The coupon is bandy.

Lennen & Mitchell, Inc.

A General Advertising Agency in Which the Principals Do the Work.

366 Madison Ave., New York

Lennen & Mitchell believe in action advertising. Do you's Lennen & Mitchell believe in action advertising to you's Then why not have your secretary mail this coupon today. Then why not have your secretary mail this coupon today. Then why not have your secretary mail this coupon today. Then why not have your secretary mail this coupon today.	
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Our Mr. Address Telephone Number	

Burson Knitting Sues Associated Advertising Clubs

THE Burson Knitting Company, of Rockford, Ill., maker of "Burson Fashioned" hosiery and knit goods, on May 9 filed suit against the Better Business Bureau of Detroit and the Associated Advertising Clubs of the World. This suit, brought in a Federal Court—the United States District Court for the Eastern District of Michigan—asks for a decree enjoining further alleged interference with the advertisement and distribution of Burson products by the National Vigilance Committee of the Associated Advertising Clubs of the World and its affiliated Better Business Bureaus.

The suit arises on a question of the usage of the words "fashioned" and "full fashioned" as applied by the Burson Knitting Company to its hosiery.

In the bill of complaint, among other allegations and statements made by the Burson Knitting Company are the following:

That by the use of specially designed machines, developed exclusively by your orator, the production of your orator is fashioned to the shape of the human leg and foot in the knitting operation without sewing and without cutting, tensioning, tightening, shrinking, stretchives or benefits.

tensioning, tightening, shrinking, stretching or boarding.

That, generally speaking, in the manufacture of knit hosiery, there are two distinct classes of finished product, namely, (1) that which is the knitting process is shaped or fashioned to conform to the shape of the human foot and leg, and (2) that which is knit with substantially the same number of needles from the top of the hose to the toe and which, when it comes from the machine, does not conform to the lines of the human foot and leg, but is tubular shaped. Production of the first class is and is called "fashioned" or "full fashioned" hose, and production of the latter class is and is called "circular knit" hose. Circular knit hose is tensioned to the shape of the human leg and foot during the knitting operation or boarded or stretched to such shape after the knitting operation is complete. Shaping which is accomplished by boarding, tensioning or stretching as aforesaid is not permanent, as is the case with shaping accomplished in the knitting operation.

That the hose manufactured by your orator has always been fashioned in the

knitting operation as above set forth, and since about the beginning of the year 1923 the production manufactured by your orator has been and is now being properly, generally and broadly sold, distributed and advertised by your orator as "fashioned" and "full fashioned" hose, and as such has been and is now being properly purchased, sold, dealt in and advertised by the jobbing customers of your orator and by the retail trade, except as the defendants and/or the affiliated Better Business Bureaus or Commissions have by the means herein set forth interfered with and/or prevented such purchase, sale, distribution and/or advertisement.

That while the technical meaning or definition as above expressed of the

That while the technical meaning or definition as above expressed of the terms "fashioned" and "full fashioned" may not generally be understood by purchasers of knit hosiery, the said terms have come to designate to the minds of such purchasers and of the public, hosiery which is permanently shaped and which possesses superior fitting qualities, and knit hosiery which is sold as "fashioned" and "full fashioned" commands an extensive market at higher prices than hosiery which is circular knit; that the cost of manufacture of fashioned or full fashioned knit hosiery which is actually knit to shape as aforesaid is greatly in excess of the cost of manufacture of circular knit hosiery, and that to prevent a manufacturer for knit hosiery, which is actually fashioned or full fashioned from advertising and selling the same as such, and to prevent the customers of such manufacturer from so advertising and selling the product and thus from obtaining the higher prices for his product as aforesaid, would greatly damage. if not entirely ruin, the business of such manufacturery ruin, the business of such manufacturery.

Upon information and belief, that heretofore and during the month of March, 1924, the defendant, Associated Advertising Clubs of the World, through its said National Vigilance Committee, caused to be issued and distributed to and among its members and subscribers and others, without notice to or knowledge of your orator, a certain so-called bulletin which bears date said March

Unon information and belief, that on or about the 21st day of March, 1924, the said National Vigilance Committee and the said Better Business Bureaus, and in particular the defendant. Better Business Bureaus and distributed to and among the said Better Business Bureaus and others, without notice to or knowledge of your orator, a certain so-called bulletin, which bears date said March 21, 1924.

Kenneth Barnard, director of the National Vigilance Committee, made the following statement concerning this suit on May 9:

We were advised yesterday in a letter from the attorneys for the Burson Knitting Company that an injunction would be filed at Detroit, Mich., against alleged interference there on the part of the Better Business Bureau,

with the advertising and sale of Burson so-called "full fashioned" hosiery. In this letter was included the unusual request that the National Vigilance Committee, although entirely outside the jurisdiction of the Detroit Federal Court, the issue the issue.

jurisdiction of the Detroit Federal Courtappear voluntarily and meet the issue. In the opinion of the National Vigilance Committee, the terms "fashioned" and "full fashioned" have become, so far as the public is concerned, synonymous, and their significance was defined, as the result of the Committee's investigations, in a general bulletin and dealing with no specific advertiser, under date of March 21, 1924.

The National Vigilance Committee on behalf of accurate advertising, welcomes this challenge and has already notified the Burson Knitting Company through its attorneys, not only of its willingness but its eagerness to try the issue involved, by voluntary appearance, and in accordance with law.

"Liberty" Wins the Coloroto Magazine Contest

Magazine Contest

From a total of 1,395,322 titles submitted in the recent name contest conducted by the Coloroto Corporation, Chicago, Liberty was selected for its new weekly publication. The prize winner was George A. Elwell, Youngstown, Ohio, who submitted 3,017 names. The reason which guided the judges in their selection was announced in an editorial in the first issue. This said: "We chose Liberty for a name because it is the first word in American consciousness."

J. M. Patterson is president and secretary of the Coloroto Corporation, R. R. McCormick, first vice-president and treasurer, and S. E. Thomason, second vice-president.

W. A. Wolff Heads Technical Publicity Association

W. A. Wolff, of the publicity department of the Western Electric Company, Inc., New York, has been elected president of the Technical Publicity Association, Inc., of that city. He succeeds W. A. Cather, of the Worthington Pump & Machinery Corporation, who has resigned. Mr. Wolff was president of the association in 1921.

Manning Wakefield with Portland "Press-Herald"

Manning Wakefield has joined the advertising staff of the Portland, Me., Press-Herald. For a number of years he had been Eastern manager at New York of the Farm Press Publishing Company and the Household Publishing Corporation, both of Chicago.

Southern Bond Account for Wm. T. Mullally

The Southern Bond & Mortgage Company, Miami, Fla., has placed its advertising account with Wm. T. Mulally, Inc., New York advertising agency.

The Post Office Department Foots This Bill

Under the law the Postmaster-General is required to purchase envelopes for all Government departments and independent establishments, states a re-cent Post Office Department report. Bids for 400,000,000 Government offi-

Government departments and independent branches during the coming fiscal var were opened at the office of the Purchasing Agent of the Post Office Department recently. Of this number, 150,000,000 were exclusively for the postal service, while the remaining 250,000,000 were for the other executive branches of the Government.

New Campaign for Harvey Products

The Harvey Knitting Company, Ltd., Woodstock, Ont., associated with Hosiers, Ltd., of the same city, are using double-spreads in full color in Canadian magazines on Harvey hosiery and Harvey tailored underwear. This campaign is directed by the Federal Advertising Agency, Ltd., London,

Nashua Blanket Account for Gardner Agency

Amory, Browne & Company, Boston and New York, have placed the adver-tising of Nashua Blankets with the New York office of the Gardner Advertising Company. The Gardner agency also is handling the advertising of Gilbrae Fine Cottons, sold by Amory, Browne & Company.

Chas. Kaufman & Bros. Appoint F. E. Newman

F. E. Newman has joined Chas. Kaufman & Bros., Chicago, manufacturers of Campus Togs, as advertising manager. He has been assistant to the advertising manager of B. Kuppenheimer & Company, House of Kuppenheimer clothes, for the last five years.

Ben Nash Forms Own Business

Ben Nash has disposed of his interest Sterling-McMillan-Nash, Inc., New in Sterling-McMillan-Nash, Inc., New York advertising agency, of which he had been treasurer. He is now en-gaged in business for himself at New York, specializing in the phases of advertising.

Durham Hosiery Sales Increase

Gross sales of \$6,079,657 for 1923 are reported by the Durham Hosiery Mills, Durham, N. C., and affiliated companies. This compares with \$5,811,582, for 1922. Net profit for 1923 is shown as \$329,602, against \$321,799, in the previous year.

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An Old Story— Told Differently!

MANY MANUFACTURERS

AND ADVERTISING agents

FEEL THAT a city

SHOULD HAVE 50,000 people

BEFORE IT'S worth covering

AND SOME feel that

A CITY should have

100,000 PEOPLE

IF YOU'RE among these,

THEN COME along

WE'RE GOING your way

WE HAD 50,000 people

YEARS AGO, and now

WE'VE GOT 75,000

AND, MAINTAINING our pace,

THREE YEARS from now

WE'LL HAVE 100,000

WHICH IS significant

TO MANUFACTURERS

THE SALE of whose product

WILL GROW with us

IF THEY join us now.

NATIONAL ADVERTISERS

ONE HUNDRED and more

MAKING EVERYTHING

UNDER THE sun

HAVE WATCHED their product

TURN OVER rapidly

UNDER THE influence of

THEIR ADVERTISING in

* * *
THE GARY-POST Tribune

* * *
WHICH REACHES eleven

* * *
OUT OF every twelve

ENGLISH READING homes

. . .

IN GARY, Indiana

WITH ITS 12,000 circulation

AT 5c a line

AND WHICH maintains

A MERCHANDISING department

TO HELP advertisers

WHO JOIN us now

AND WISH to grow

WITH US

WE THANK you.

"Wider Markets" Interest Export Convention

THE keynote of the eleventh annual convention at Boston of the National Foreign Trade Convention will be "Our Need for Wider Markets." This general theme will guide the discussions of a number of speakers. These include James A. Farrell, president of the United States Steel Corporation; Walter F. Wyman, sales and export manager, Carter's Ink Company; Howard Coonley, president, Walworth Manufacturing Company, and Thomas W. Pelham, general counsel and sales manager of the Gillette Safety Razor Company.

The convention, which will be held on June 4, 5 and 6, will be divided into three general sessions and four group sessions. At the general sessions attention will be devoted to problems of broad economic interest. The group sessions will discuss technical subjects, such as export sales management, foreign credits, and export advertising and sales pro-

motion.

James A. Farrell, chairman of the council, will open the convention at the first general session on the morning of June 4. Following the addresses of welcome he will sound the convention keynote with a discussion on "Wider Markets for American Prosperity." Walter F. Wyman will speak on "The Profit Side of Export." "New England's Opportunity" will be discussed by

Howard Coonley.

Recognition of the importance of advertising in extending export trade activities is evidenced in the council's convention program. This phase of foreign trade will be discussed at a group session on June 6. Information on the making of appropriations for conducting foreign advertising campaigns will be given. Paul R. Mahony, director of foreign sales, The Wahl Company, will discuss the expenditure of appropriations under centralized control. Carl F. Propson, manager of sales promotion,

Bausch & Lomb Optical Company, will speak on expenditures on the basis of decentralized control while H. A. Blankenship, of the comptroller's office, Goodyear Tire & Rubber Company, will discuss "Allocating and Regulating Expenditures."

MEETING WITH MANUFACTURERS EXPORT ASSOCIATION

Direct selling will be discussed from several angles in co-operation with the American Manufacturers Export Association at the group session on the afternoon of June 5. The speakers and their subjects will be: "Getting Business in Spite of—," Thomas W. Pelham; "Passing Credits in Spite of—," O. T. Erickson, Carter's Ink Company; "Postage Stamps as a Trade Developer in Spite of—," C. M. Wynne, Overseas Trading Company, and "Collection of Overdue Accounts in Spite of—," William G. Marvin, of Marvin & Pleasants, New York.

"Banking Facilities for Foreign Trade" will be one of the topics discussed at the group sessions on the afternoon of June 4. In this discussion the council will have the co-operation of the American Bankers Association. The responsibilities of banking institutions in the development of export trade will be emphasized.

The Export Managers Club of New York will co-operate in a group discussion on the problems of export managers which will be held in the evening. In progressive steps the securing of new customers in foreign lands will be considered from finding the prospect and closing the sale to developing the buyer into a steady customer.

A special committee of the council will submit its report on an American foreign-trade policy at the general session on the morning of June 5. "Foreign Loans a Trade Builder" and "Transportation in Foreign Trade" also will be discussed.

Another group meeting in conjunction with the National Council of Importers and Traders will discuss importing problems. V 15, 1021

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The Religious Press for God and Country

Truth

Established 1898 412 Eighth Avenue New York City, N. Y.

More Mouths Per Thousand

Catholic periodicals claim more mouths per thousand of circulation than any other class of journal. Statistics show that Catholic families are larger. This means that larger purchases have to be made and that the advertiser in a Catholic magazine is appealing to the largest market per thousand of readers.

TRUTH MAGAZINE is one of the leading Catholic publications—a member of the Catholic Press Association ten consecutive years—a member of the Audit Bureau of Circulations nine consecutive years.

TRUTH MAGAZINE can be greatly helpful in influencing sales in this worth-while Catholic market. The July number will go to press on the first of June.

John J. Or caffe.

JOSEPH P. SHEILS Western Advertising Office 906 Boyce Building Chicago, Ill.

EDWARD P. BOYCE Eastern Advertising Office 706 Emmet Building New York, N. Y.

Home of COLUMBIA New Haven, Conn.

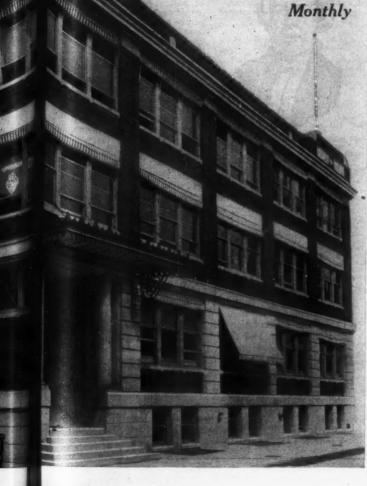
Advertising: Eastern, New York, N. Y. Western, Chicago, Ill.



lay 15, 1924

775,000

Knights of Columbus and Their Families
Read COLUMBIA



Your Introduction in LONDON



is important!

"A N indication of the purchasing power or the British market for American manufactured goods is the fact that the British imports of luxuries amounted to about £35,000,000 last year."—from "Opportunities for American Advertisers in the British Markets in 1924," by James True in Printers' Ink, issue of January 10, 1924.

The figures quoted indicate the breadth of the market ready for the American manufacturer if his introduction is properly made.

The Daily Telegraph

"The Business Man's Paper—that goes home" can do much to open the door of British sales to your products. Its assured position in the daily life of business men and bankers—its circulation of 175,000 in greater London and its environs and the high regard of London's great stores expressed in terms of advertising patronage are indicative of the power of The Daily Telegraph.

If you will write us about your products (or your client's products) we shall be glad to advise as to their marketability in Great Britain.

Write to our American representative, John H. Livingston, Jr., 425 Fifth Avenue, New York City. Telephone, Vanderbilt 0274.

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Should a Product Have More Than One Slogan?

Requests for Registration of Slogans in "Printers' Ink" Clearing House Show Tendency to Use More Than One Slogan for a Product

THE Clearing House of Slogans maintained by PRINT-ERS' INK has registered well over 1,600 advertised phrases at no charge to advertisers. This Clear, ing House was started because, as matters now stand at Washington, it is almost impossible to obtain Federal protection for slogans. Inasmuch as slogans frequently become exceedingly valuable there was a need for a Clearing House which would aid in establishing priority rights and in preventing unintentional duplication. PRINT-ERS' INK welcomed the opportunity of performing this service for advertisers. Requests for this registration service continue to pour in.

In recent requests for registration, some of which are printed herewith, there seems to be shown on the part of several advertisers a desire for an abundance of

slogans for one product.

In certain quarters, it would seem, a slogan is looked upon as any clever or euphonious phrase that appears in the text of an advertisement, or as a particularappropriate headline. enough, many well-known slogans originated in this fashion, but they did not really become slogans until they were lifted bodily from out of the advertisement and used separately and continuously until they were thoroughly implanted in the public's mind. To use a phrase only once, or even a mere dozen times and conclude that it is a slogan to which money value can be attached is ridiculous.

The slogan can be a powerful advertising help. However, of the thousands in use only a small percentage are shouldering a man's size share of the selling load. Of course, if changing conditions compel a change in the slogan that is another matter. The old phrase then becomes

obsolete. But under ordinary circumstances one slogan should be entirely sufficient for any one product; if it is not then the fault rests with the slogan.

Among recent requests for registration are the following:-

Ed. PRINTERS' INK.

TRICO FUSE MFG. CO.

Editor of PRINTERS' INK:

Will you kindly register in your files of advertising slogans, the following which we have consistently used in connection with our line of electrical fuses and other products.

"Stands for Fuse Perfection."

"Famous for Their Performance."

"Safest Fuse to Use."

"Try Trico—You'll Use No Other."

"Trico Fuses—Try Them and You'll Buy Them."

"Trico Kantark' Non-renewable Fuses

Buy Them."
"Trico 'Kantark' Non-renewable Fuses
-The Best Built a Little Better."
"The Fuse with the Powder-Backed
Time-Limit Renewal Element."
TRICO FUSE MFG. CO.
H. E. HARTSTERN,
Advertising and Sales Manager.

THE CONOVER-MOONEY CO.

CHICAGO

Editor of PRINTERS' INK:
About five years ago we gave the slogan, "They wear—and wear—and wear" to the Swinchart Tire and Rubber Company, Akron, Ohio, They have used this slogan ever since that time. Will you please register it?
I am moved to this step by the fact that a hosiery company has, within the last week or two, adopted the same phrase.

phrase. What are our rights in a case of this

THE CONOVER-MOONEY CO. ROBERT JOHNSTONE MOONEY,

EBERHARD FABER

EBERHARD FABER
BOOKLYN, N. Y.

Editor of PRINTERS' INK:
While you are quoting slogans for your clearing house, will you please add the following to your list? We have used these for some time past and would like to have them registered among the other famous marks of American merchandise.
Van Dyke Pencil No. 601—"Pull out "Clamp' to adjust craser."
Van Dyke Drawing Pencil—"The Lead That Leads."
Mongol Pencil—"The Nation's Standard."

Mongol Pencil—"In a class by itself."
Mongol Pencil—"Mongol, the pencil."

Van Dyke Eraser-"Cleans as it crases

Rubber Bands-"Save time and twine.

Bands-"Eberhard Faber Rubber Century Bands-the Rubber 20th

Accept my congratulations upon the establishment of this clearing house. It is a much needed American institution.

EBERHARD FABER
J. P. DUFFY,
Advertising Manager.

THE CRAWFORD, McGRI McGREGOR & CANBY

DAYTON, OHIO

Editor of PRINTERS' INK:

We have noticed from time to time that you carry a register of alogans. For that purpose, we would like to

For that purpose, we would like to call ours to your attention, which is:
"Make Records with Macgregors."
In this connection, will you please let us know if you have any record of a slogan being used, or having been used by anybody similar to this: "Qualified Best by Test."
THE CRAWFORD, McGREGOR & CANBY COMPANY.

HEARST'S INTERNATIONAL New York Editor of Printers' Ink:

Editor of PRINTERS' INK:

As announced in an advertisement in your April 3 issue the editorial policy of Motor will be changed on July first.

Heretofore the magazine has been called Motor, "The National Magazine of Motoring." Effective July first this will be changed to Motor, "The Automotive Business Paper."

Will you be good enough to register the latter in the list of slogans which

the latter in the list of slogans which we understand you maintain.

HEARST'S INTERNATIONAL.

HARRY C. HAHLBECK Los Angeles, Calif.
Editor of Printers' Ink: Please register for me the following

Flease register for me the following slogan:
"It has the kick."
This is the slogan of the Hercules Gasoline Company of Los Angeles, Calif., and it is accompanied by their registered trade-mark of the kicking mule.

We greatly appreciate the service you render us in registering this slogan.
HARRY C. HAHLBECK.

SPANISH PRODUCTS IMPORTING Co.

Editor of PRINTERS' INE: For the past few years we have used several slogans in our sales talk and now that we are using more advertisnow that we are using more advertising material since the recent opening of our American office, we are desirous of having you favor us with the registration of the following:
"Evilo the Olive brand."
"Too Good to Be Made Better."
"Call for Evilo and You Will Call

SPANISH PRODUCTS IMPORTING Co. CASIANO BENAJAM,

THE HALLIGAN COMPANY DAVENPORT, IOWA DAVENFORT, IOW Editor of PRINTERS

For a number of years we have used the phrase "Always in Good Taste," in connection with the advertising of Halligan's line of products consisting of coffee, teas, spices, extracts, peanut butter and chocolates. Can this phrase be copyrighted and would it give us any claim on its exclusive use if it were

claim on its exclusive copyrighted?
We note that you have been registering a number of such alogans and would like to know if this particular alogan is listed with you. If it is not already entered please list it.

THE HALLIGAN COMPANY ROBERT T. WALLACE,

Advertising Manager.

CARTER-MAYHEW MANUFACTURING Co.

MINNEAPOLIS, MINN.
Editor of PRINTERS' INK:
Will you be kind enough please to
register the three slogans which we are using at the present time in our advertising:

Clean Wheat Is the Basis of Good Milling.

"Let the Carter Discs Hand-Pick our Wheat."

Your Wheat."
"It Pays to Mill Clean Wheat."
We believe your plan of registering slogans is a good one, and we will appreciate having you take care of us in the same way you are doing with other companies. CARTER-MAYHEW MANUFACTURING Co.

AMERICAN PHOTO-ENGRAVERS ASSOCIATION CHICAGO

Editor of PRINTERS' INK:

I would appreciate it very much if you would kindly register the slogan of the American Photo-Engravers Association: "Your Story in Picture Leaves Nothing Untold."

This slogan was adopted by the American Photo-Progravers Association at

can Photo-Engravers Association at their convention held in Grand Rapids, Michigan, in 1922.

O. F. KWETT, Secretary and Chairman Publicity Committee.

RADO MANUFACTURING COMPANY MUNCIE, IND.

Editor of PRINTERS' INK:
Will you please register, in your slogan bureau, the following:
"Clean at Home with Radofoam."
We have adopted this as an adverting slogan for our product and will use

ing slogan for our product, and will use it much, especially at house cleaning times

RADO MANUFACTURING COMPANY J. L. SOWERS, Treasurer.

JAMES A. GREENE Editor of PRINTERS' INK:

We want to register with your magazine the following alogans, for our clients, the Southern Spring Bed Company: Blue Ribbon Beds, Mattresses, and

Springs—
"Made to Make Sleep More Restful."
"America's Finest Sleep Materials."
JAMES A. GREENE.

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s, and estful." erials." Charles H. Eyles, President Lee E. Hood, Vice President C. C. Shoemaker, Treasurer

The RICHARD A. FOLEY ADVERTISING AGENCY, Inc.

PHILADELPHIA

Established 1900

AMONG nationally advertised food products, French's Mustard enjoys unusual consumer acceptance. With a background covering more than three-quarters of a century, The R. T. French Company, Rochester, N. Y., entrusted their first advertising campaign to our organization in 1921.

We are now in a position to serve another food manufacturer in connection with marketing, as well as advertising.

MEMBERS:

American Association of Advertising Agencies National Outdoor Advertising Bureau Audit Bureau of Circulations THE J. B. FORD COMPANY WYANDOTTE, MICH. of PRINTERS' INK:

WYANDOTTE, MICH.

Editor of PRINTERS' INK:

We wish to add the following phrase to your list of registered slogans—"It Cleans Clean."

Cleans Clean."

This phrase was first used by this company in an advertisement of Wyandotte Dairyman's Cleaner and Cleanser in the January 1915 issue of the Northwest Dairymans. Since this date it has been used each month in a goodly number of trade papers in connection with advertisements of the Wyandotte products. products.

THE J. B. FORD COMPANY.

STANDARD DEVELOPMENT COMPANY
NEW YORK

Editor of PRINTERS' INK:

The Standard Oil Company of Louisiana would appreciate it very much if you will ascertain from your list of alogans whether the following slogan is already registered with regard to petroleum products, and if it is not, please place it on your register in the name of the Standard Oil Company of Louisiana, of Baton Rouge,

La.: "Better Stick to the Standard." STANDARD DEVELOPMENT COMPANY C. A. STRAW.

THE SIDLEY CO. SAN FRANCISCO

Editor of PRINTERS' INK:

Be good enough to register our slogans. We have used them for eight years, ever since the inception of our

Sidley Garters Cover a Multitude of Shins

Every-

Maidn California-Stretch where.

The Elastic in Sidley Garters Is Strong. San Francisco our Home—The World

THE SIDLEY CO.

Philadelphia Office for National Process Company

The National Process Company, Inc., New York, maker of Repro-Prints and Giant Ads, has opened an office at Philadelphia. This office will be under the supervision of Oliver H. B. Pat-ton. For the last six years Mr. Patton has been with the Naval Aircraft Division in connection with the sale of sur-plus Government supplies. He was at one time assistant superintendent of Gatchel & Manning, photo-engraving, Philadelphia.

Joins John P. Smith Printing Company

William A. Smith, formerly sales manager of the Karle Lithographic Company, Rochester, N. Y., and more recently with the Clark Knitting Company, Utica, N. Y., is now with the John P. Smith Printing Company, Rochester, as director of merchandising

Plans Campaign on Trade-Mark in Southern States

"We plan to advertise our King Cotton seed thoroughly throughout the cotton belt," Thomas J. King, president of the King Profit Sharing Seed Company, Inc., Richmond, Va., informs PRINTERS' INE.

PRINTERS INE.
King cotton seed has been on the
market for twenty-eight years, Mr.
King states, and through numerous tests
by farmers and both State and United
States officials, has proven that it possesses qualities of earliness and productiveness. In his advertising Mr. King uses data from the Department of Agriculture reports on tests which show that his seed is of great value in overcoming the boll weevil—having made a bale to the acre when other varieties produced about one-eighth of a bale under exactly the same conditions in the same fields.

Mr. King has now made application for registration of the words "Original King Seed, King Cotton, Direct from Originator," for use as a trade-mark on his baga. Advertising is to be used to advise farmers to make sure of getting

the genuine product.

Greensburg and Pittsburgh Advertising Clubs Meet

The Greensburg, Pa., Advertising Club entertained the Pittsburgh Adver-Advertising tising Club at a dinner at Greensburg on May 6. W. L. Schaeffer, advertis-ing manager, the National Tube Com-pany, explained how the advertising club can benefit its community. Other cau can benefit its community. Other speakers on the program were: Andrew Connelly, advertising manager, Joseph Horne Company; Elmer T. Wible, advertising manager, Electrical Appliance Company, and Major J. L. Nave, sales manager, McGregor-Cutler Company.

Fawcett Publications Open New York Office

Robbinsdale, rawcett Publications, Robbinsdale, Minn., publishers of True Confession and Trible X, have opened an adverting office for the last named publication at New York. Arthur Greene, recently manager of the W. B. Ziff Company, publishers' representative, New York. Fawcett Publications, manager of the W. B. Ziff Company, publishers' representative, New York is in charge. Raymond J. Ryan, recently with Charles H. Shattuck, publishers' representative, Chicago, is in charge of Fawcett Publications' new office at Chicago.

F. A. Grady with Redfield, Fisher & Wallace

Frank A. Grady, who has been with the Wales Advertising Company for the last four years, has joined the staff of Redfield, Fisher & Wallace, Inc. New York advertising agency, as production manager. He was formerly with The H. K. McCann Company.

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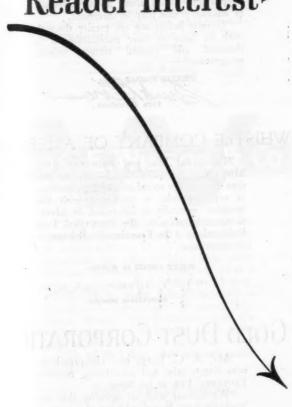
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Reader Interest



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PRINTERS' INK is read by practically every executive of the company, including, of course, all members who are in any way connected with sales and advertising.

"Whenever we find in it ideas that are applicable to our business, these ideas are clipped and passed along to our salesmen or whomever else may be interested.

"Usually before we are totally through with an issue of your publication, it is thumbed and clipped almost beyond recognition."

Minist L. Dollman

WHISTLE COMPANY OF AMERICA

"PRINTERS' INK and PRINTERS' INK MONTHLY are quite thumb-worn by the time they go the round of our organization, as everyone who is connected with the company naturally is interested in advertising and refers to the PRINTERS' INK Publications as the Encyclopedia Britannica of advertising."

WEISTLE COMPANY OF MURRICA.

Appropriate Manager.

GOLD DUST CORPORATION

"Mr. A. C. Lang, our vice-president, who directs sales and advertising, receives PRINTERS' INK at his home.

"We can say with all sincerity that we 'couldn't keep house' without the helpful ideas and inspiration constantly found in the PRINTERS' INK Publications."

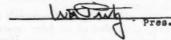
GOLD DUST CORPORATION.

May 15, 1924

INC.

THE JOHN MUELLER LICORICE COMPANY

"We find that PRINTERS' INK (WEEKLY and MONTHLY) is a very suggestive publication and our sales and credit departments use it as a sort of manual of ideas. It is the next best thing to an open forum where business men can swap experiences, and we can heartily recommend the reading of it to any executive who will take enough time from his daily routine to indulge in constructive idleness."



THOS.E.WILSON & Co.

"Both PRINTERS' INK and PRINTERS' INK MONTHLY are read very assiduously by several members of this organization. I never enter the office of Mr. Glenn Morris, our Advertising Director, but what I see a copy of one or the other on his desk.

"Mr. W. L. Robb, Sales Director, Mr. H. Greear, Asst. Sales Manager, Mr. James Brown, Vice-President, and the writer also very frequently enjoy these publications.

"We all find them very interesting and helpful."

Very truly yours, A.B. Tally President.

RICA

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The Vick (hemical Company

MFG. CHEMISTS GREENSBORO, N.C.

"The Company's copies of PRINTERS' INK and PRINTERS' INK MONTHLY are turned over to our 'Plan and Copy Department' who read items in which they are interested, and then mark, for the attention of different ones in the organization, any articles of interest to the various departments.

"In addition to the Company's subscription, a number of us have personal subscriptions, and we, also, refer items of interest to special departments. In this way there is a double check, you might say, on articles being read by parties most interested.

"It is unnecessary to say that we all get a lot of good out of PRINTERS' INK—both the WEEKLY and MONTHLY—and it has 'first call' when put on our desks."

THE VICE CHEMICAL COMPANY.

The Coffield Washer Co.

"PRINTERS' INK and PRINTERS' INK MONTHLY are received here with much interest and instruction. Clippings are made and filed for future reference.

"Anything dealing with collections is turned over to our collection department, anything having to do with sales is referred to our sales department, etc. In short, we attempt to get the most out of your publications for the business as a whole and in that way find them indispensable."

COFFIELD WASHER COMPANY.

any

May 15, 1924

Greatest Number of Subscribers in PRINTERS' INK History

The May 8th edition of PRINTERS' INK shows the largest number of subscribers in its history.

This high-water mark has come as a result of slow growth. There has been no flood of new subscribers, no scheme which added a thousand here, five hundred there.

No billowy waves of new names. PRINTERS' INK is not out after mere numbers of names. Gains have averaged from 4 to 98 desirable subscribers a week. And they have been real gains, the addition to our list of hand-picked subscribers of the sort of executives who count in American business.

PRINTERS' INK is bought to be used by manufacturers who are expanding their markets. It is pleasing to know that each week an ever increasing number of the sort of subscribers we want are joining the PRINTERS' INK circle.

PRINTERS' INK PUBLISHING CO. 185 MADISON AVENUE, NEW YORK

A Sales Policy That Gives Retailers Choice of Three Selling Plans

How Tappan Stove Helps Dealers Move Its Product

'THIS organization is not interested in loading up agents with stock; but is wholeheartedly interested in aiding agents to merchandise the stock they can reasonably handle." This is the keynote of the sales policy of The Tappan Stove Company of Mansfield, Ohio.

A large part of the company's advertising department's time is devoted to working out plans to help its dealers sell more of its ranges. The Tappan plan for 1924 is built around a series of complete sales programs, with supporting advertising material. Three of these programs are now being presented to dealers. They are as follows:

Easy-to-own plan.
 Combination plan.
 Premium plan.

The easy-to-own plan is based on the policy of offering Tappan ranges with a small down payment and time payments extending over a period of from twelve

to eighteen months.

The following material is furnished to support this plan: Copy and cuts for newspaper advertising; large mailing cards with dealer's name and the time payments on which he has decided. payments are left to a dealer's own discretion; illustrated letterheads in three colors with dealer's name and a multigraphed selling letter, these are supplied for one cent each; window cards; large cut-outs of "Peeping Polly" in four colors mounted with easel, these are furnished for one dollar and one dollar and seventy-five cents a pair. (This is a figure of a little girl which, when stood before a range, peeps into the oven. It is forty inches high, its hand comes right at the handle of the broiler door and its face on a level with the oven windows.)

The combination plan is developed for the purpose of appealing to persons who may need more than one article in the household line, and who have been accustomed to the pay-as-you-use way of buying. The purpose of this plan is to supply two needs at the same time-a Tappan range and some other household necessity, on terms that will not prove a double burden, as would be the case if each were bought separately. The idea is to offer to the customer the two appliances on one-half the down payments on both, with monthly payments of one-half the combined payments of both and extend the time for payment over a longer period. This, of course, requires a concession on the part of the agent as to amount and period of payment, but it is thought that the plan will be an Supportincentive to prospects. ing advertising material has also been developed for this plan.

The premium plan is, of course, based on the old idea of giving something away with a purchase. The company supplies dealers with lists of possible premium merchandise with the names of manufacturers and their prices for such articles. To help support this plan the company furnishes mailing cards, newspaper cuts and

copy, window cards, etc. These three plans are the specific ideas which the company is urging its agents to carry out. Back of them is a general policy of selling support. The company has prepared a number of ideas for window displays which are at the service of all agents. A new departure of the company's service this year is its Home Service Laboratory. This laboratory is completely equipped for the development and testing of cooking and baking and is in charge of an experienced director. With this department as a base, a cooking school plan has been developed for the benefit of agents. The cooking school plan is operated on a

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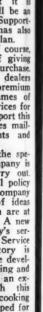
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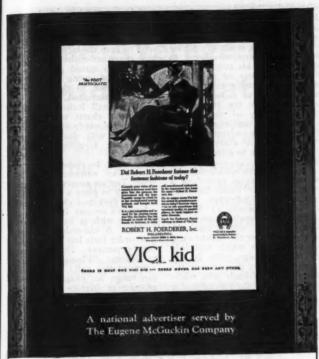
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The EUGENE MGUCKIN Company

1211 CHESTNUT STREET PHILADELPHIA

ADVERTISING

co-operative basis and is available for all agents who are willing to share in its operation and expense. The plan is for an agent to arrange for a series of cooking lectures with demonstrations, to be given under his auspices at his place of business or at a convenient hall suitable for the purpose, the lectures to be given by an expert from the Home Service Laboratory of the Tappan company. The company furnishes cuts and copy advertising the school and invites everyone interested in cooking to attend free of charge.

Another service which this department renders is furnishing a series of Better Food Bulletins, prepared by the director. These are sent to owners of Tappan ranges. With each range is attached a card which asks the buyer to send for the bulletins and for information which will help her use the range. She is also requested to give the company the names of any friends who might be interested in the purchase of a Tappan. These names are then

sent to the agent in that territory. The Better Food Bulletins are made up of tested recipes and helpful cooking instructions which tend to keep the buyer sold on her new range and enthusiastic enough about it to spread good-will for the company among her friends.

In addition to the advertising material mentioned, the company supplies small leaflets for dealer use, candy charts which carry a wide list of candy recipes and instructions with dealer's imprint. These are furnished for three cents each.

In order to make it easy for prospective customers to learn about Tappan ranges the company is willing to place a range upon a dealer's floor and charge it to its salesman's account if the prospect does not wish to have it charged to him. A convenient memorandum order form has been provided for this purpose. This order reads as follows: "Please have Tappan representative call. Send a Tappan range for examination, your account or invoice us." Range numbers and catalogue pages on



Booklets & Catalogs

To GIVE careful thought to the thousand and one details that enter into the production of the finest catalogs and booklets is an integral part of our service.

(We are equipped to give expert advice on every phase of good printing, from the selection of the proper type face and proper

Chelsea ... 8779

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The Average Net Paid Circulation

of The Providence Journal and The Evening Bulletin for the six months ending March 31, 1924, was as follows:

> THE PROVIDENCE JOURNAL Sunday Morning 61.142 33,534

THE EVENING BULLETIN 64,075

These newspapers because of their character contribute far more than mere space and circulation to the business messages they carry. By virtue of their service to the ideals and interests of their state and country they have built up a reader confidence and influence which are of great value to advertisers.

With a combined daily circulation of 97,609, ninety-three per cent of which is unduplicated, these great newspapers offer complete coverage of the Rhode Island market so necessary for the success of any advertising campaign.

Flat Rates:

Weekdays 23c a line Sundays 15c a line

Providence Journal Company

Providence, R. I.

Representatives

CHAS. H. EDDY CO.

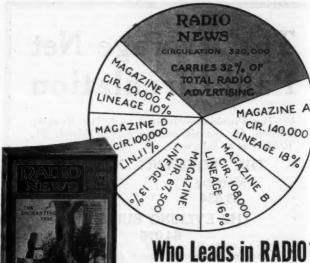
CHICAGO

NEW YORK

BOSTON

R. J. BIDWELL CO.

San Francisco Les Angeles



RADIO NEWS OVER 320,000 COPIES MONTHLY

Write for Rate Card or ask your Advertising Agent.

Complimentary copy sent on request.

Who Leads in RAD

The following table, together with the above graphic illustration, shows clearly how far in advance of the rest of the radio field RADIO NEWS TOTAL LINEAGE FOR really is:

MAGAZINE								FIRST FOUR Me						
RADIO NE	WS											170,235		
MAGAZINE	A.											96,040		
MAGAZINE	B.											87,236		
MAGAZINE	C.											70,462		
MAGAZINE	D.											58,152		
MAGAZINE	167											KK 900		

RADIO NEWS has an average lineage nearly double that of any other Radio Magazine. RADIO NEWS leads in net paid circulation by over 150,000.

Your advertising message in RADIO NEWS gets to the greatest nation-wide Radio audience that exists today and your advertise-ment is associated with every important Radio National advertiser in the United States.

Experimenter Publishing Co., Inc. 53 Park Place, N. Y.

Publishers of Radio Ness, Science & Invention, Practical Section and Motor Campus & Tourist.

Compare a Towers.

Advertising Representatives:

FINUCAN & MOCLUME, 720 Cass Street,
Chicago, Ill.
GEORGE F. DILLON, Republic Building.
Kansas City, Mo.

A. J. NORRIS HILL CO., Hearst Building.
San Francisco.

GREATEST MAGAZINE" , 1024

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which they appear are then given for dealers to check.

All information in regard to the Tappan selling plan is gathered together in neat and convenient form for presentation.

Clothing Chain Expands

A new expansion program for the Bond Clothing Company, Cleveland, is under way, according to Charles A. Bond, president of the company. A reorganization plan deemed necessary so that the company may purchase the business of other companies by an issue of additional stock, provides for the consolidation of the Bond Clothing Company, with a company to be known as Bond Stores, Inc., which has been incorporated in Maryland to carry out this plan.

this plan.

Mr. Bond recently stated that Eastern tobacco interests had become identified with the Bond company. Alexander Herbert, formerly president of Philip Morris & Company, will become chairman of the beauty.

bert, formerly president of Philip Morris & Company, will become chairman of the board.

The Bond Clothing Company operates stores in Cleveland, Cincinnati, Columbus, Akron, Toledo, Youngstown, and Lorain, Ohio; St. Louis and Kansas City, Mo.; Louisville, Ky., Chicago, Detroit, Buffalo, Plittsburgh, and Omaha. The company proposes further to expand its business by opening new stores in large cities, by acquiring the business of other well established companies engaged in the same line of business in large cities, and by opening agencies in the smaller cities. The company recently acquired the Newman Company, Chicago, manufacturer of Fashion Art Clothes, which is capable of producing 75,000 suits and overcoats a year.

Second Class Rate Reduction in Revenue Bill

Senator McKinley, of Illinois, offered an amendment which provides for a reduction of the zone rates on second-class mail during the consideration of the Revenue Bill by the Senate last week. The rates proposed by Senator McKinley are identical to those in the Kelly Bill, which reduces second-class rates approximately one-half to the 1919 basis. It provides for amendment of the original section of the Revenue Act of 1917 which abolished the one cent a pound rate for second-class matter and inaugurated the present zone rates. The McKinley amendment cuts out the last two increases of the zone system.

Changes Name to Anderson Advertising Company

The Ogden Advertising Company, Ogden, Utah, outdoor advertising, has become the Anderson Advertising Company. The business formerly was a branch of the Utah Bill Posting Company, Salt Lake City, and was purchased by Harry S. Anderson the early part of 1923.

Publishers Read this

Nowhere will you find better facilities for the making of large editions, books or printed matter.

Nowhere will you find large editions made better than by HADDON PRESS Craftsmen.

Nowhere will you find an executive personnel better qualified to give you complete service.

Exquisite typography, perfect plate making, the best Black and Color Printing.

Artistic bindings in cloth and leather.

Manufacturing facilities and equipment the equal of any, anywhere.

It will pay you to consider HADDON PRESS with its excellent shipping advantages, prompt deliveries and low operating costs.

A competent representative will call on request.



CAMDEN, NEW JERSEY



Economy

In building, it is customary to consult the contractor on materials *before* the operation commences.

Greatest saving in the purchase of photo-engravings is effected by utilizing the engraver's knowledge in the preliminary line-up of a projected catalog, set of mailing pieces, or group of advertisements.

With the whole plan before him he can make suggestions that will result in considerable economies, and yet increase the results from your printed message.

Gatchel & Manning, Inc.

Photo-ENGRAVERS

"Go Out and Find the Cows"

Do you read the cartoons of "Old Man Gump?"

Not long ago, one cartoon showed him sitting in an easy chair, in the parlor; Min was sweeping the floor. As he yawned and stretched he said, "I wonder when my ship will come home?" Then he walked over to the mantelpiece and leaning upon it continued, "You know some fellows are lucky things. All they do is to invest a little money in oil stock, then they have an income from this investment that puts them on easy street for the rest of their life. I wish I were lucky!"

He was talking to Min, and you

married men know how these married women are when you get them "riled up." This was Min's comeback: "I want you to understand, Mr. Gump, that the successful business man is one that walks down the street, with a bit between his teeth and would not recognize failure if he saw it. You are talking about making your ship come home. I want to tell you that no man ever made a ship come home that he did not send out to sea. You would rather have people say of you as you walk down the street, there goes 'Lucky Gump,' rather than have them say, there goes Mr. Andrew Gump, the business man and the empire builder. I presume if you were a farmer, you would take your milkstool and milkpail and go out into the pasture, sit down, put the milkpail between your knees and wait for the cows to walk up and be milked!"

The thing that is necessary in salesmanship is to "go out and find the cows."—From an address by George Cromwell Blower before the Sales Managers' Bureau of the St. Louis Chamber of Commerce.

"Christian Science Monitor" to Open Detroit Office

The Christian Science Monitor, Boston, will open an office in Detroit on June 1. Walter H. Prentiss will be manager. He has been associated with the Boston office for a number of year, specializing in automobile, accounts.

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The Industry that Hangs the Treasures of the Palace on the Walls of the Cottage

By James Wallen



Look for this

ANDERS ZORN, Sweden's greatest artist, repeated the subjects of his paintings in his etchings. Circulation, he affirmed, enhances the value of the finest picture.

Zorn knew, what wise men are learning everywhere, that it is the familiar object that is best loved. Connoisseurs may be thrilled by the cloistered masterpiece in a private gallery. The people love

Rosa Bonheur's "The Horse Fair" reproduced countless times.

The engraving process has hung the treasures of the palace on the walls of the cottage. It has spread the riches of the ages on the tables and bookshelves of every home.

Sweep away the art of engraving and the eyes of millions are blindfolded to a large part of truth and beauty. Modern publicity would lose its hold on those to whom pictures are more eloquent than words.

The American Photo-Engravers Association is an organization devoted to the preservation of the best in the old ways of the industry and the promotion of progressive ideals.

The association expects its members to carry on the torch of progress by making better engravings than the world has ever seen before. It asks that every member pool his knowledge and experience for the advancement of his craft.

The story of the work of the American Photo-Engravers Association is founded on fact but reads like a romance, it is entitled "The Relighted Lamp of Paul Revere" and may be had on request from your engraver or the association direct.

AMERICAN PHOTO-ENGRAVERS

CENERAL OFFICES + 863 MONADNOCK BLOCK + CHICAGO

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Copyrighted 1914-American Photo-Engravers Association

C&M

Hand Made Papers Create Impressions For Dobbs and Company too

No man who buys smart wearing apparel overlooks such hats as those sold by Dobbs and Company.

For years this firm has built up a prestige and created an atmosphere for their product that today is paying them big dividends.

In building this prestige and atmosphere C and M papers have also played a part as the Company will testify.

Canson & Montgolfier

of Vidalon, France

Manufacturers of Hand Made Papers Since the 16th Century



Buy Government Certified Circulation



Let us show you Uncle Sam's postal recripts for the 50,000 copies of MOTOR SERNYCE mailed monthly to Passenger Car and Truck Dealer Service Stations, Automobile Repair Shops, Jobbing Machine Shops doing automobile repairing, Cylinder Reprinding Shops, Cylinder Reboring Shops, Welding Shops, Machinery and Supply Dealers, Automotive Jobbers, Replacement Parts Jobbers, Large Fleet Owners (10 or more trucks: taxicabs or buses), and Automobile Manufacturers.

Only copies actually mailed to buyers are regarded as circulation. MOTOR SERVICE is as satisfacted circulation—never less than 50.006—refined to reach only shops having buying power for advertisers' products. Copy of Post Office receipts sent to anyone, anywhere, at any time.

World-wide voluntary reader-interest testimonials on request.

Motor Service

549 W. Washington Boulevard

Co-operation vs. Competition

THE Technical Publicity Association of New York, at its final meeting for the year 1923-24 on May 8, heard P. L. Thomson, publicity manager of the Western Electric Company and president of the Association of National Advertisers, speak on "You and Your Public Utilities."

The keynote of Mr. Thomson's talk was that the public utilities. light, power, transportation and communication, formed the backbone of national prosperity and that it was absolutely essential, therefore, that they be kept free from interference and be allowed to operate and expand their usefulness and earn a fair return. upon their invested capital. said in the case of the railroads that "on the face of the splendid record our railroads made 1923 they ought to be kept free from any interference which will hamper them in their efforts to strengthen the transportation structure of the country. Nevertheless there have already been introduced into Congress at this session 174 bills affecting our railroads, and from certain quarters, particularly the so-called farm bloc in Congress, comes the de-mand that railroad rates must be reduced-this is in the face of the fact that there has been a wage increase of 130 per cent over 1914 and a tax increase of 154 per cent and an equipment cost averaging more than 150 per cent up, with authorized freight rate increases of only 54 per cent."

Mr. Thomson further said that he considered it important that business men should do what they can to educate the public in regard to the importance of our utilities, to point out to the people that it is they themselves who really own them, either as individual stockholders or indirectly through their savings bank deposits or the premiums on their insurance policies, and not Wall Street as so many have been led to believe. Because of this fact

This time of mobile, the year automobile Owners spend things-money for new luxuries necessities and phones



If you want to know the easiest, surest way to reach them and interest them in your goods or service, send for this free booklet "Automotive Markets and How to Reach Them."

When sending for the book tell us what you have to sell and where you want to sell it so we can make recommendations intelligently and to the point.

Incidentally-do you want \$600.00 worth of automotive statistical information for \$25.00?

Please address inquiries to the Nevada Office

The Reuben H. Donnelley Corp.

CHICAGO

NEW YORK

NEVADA, IA.

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Save Freight Costs in the Iouisville Area



LOUISVILLE—the logical gateway and car-breaking point between North and South and East and West—is the accessible center from which producers all over the country distribute in this large and populous buying area. If you have no warehouse in Louisville, your ability to compete in this territory is limited because of high freight costs on direct LCL shipments to scattered buyers.

By using Pickrell & Craig's Warehousing and Distributing Service, you can ship to us in carload lots; we will handle all details of distribution; and your salesmen can quickly and more cheaply draw on your stock at this base.

Our Service saves you time

and money. You are not forced to hold up your shipments to any locality until a carload has accumulated—with impatient buyers waiting. Having stock on hand, within this territory, ready for immediate delivery, will give your salesmen a decided advantage.

Every Handling Facility

Pickrell & Craig's Warehouse is served by a private switch from every railroad that enters Louisville. Shipments are loaded and unloaded at our warehouse doors. Approved fire protection, lowest insurance rates; labor-saving devices; experienced personnel. Negotiable warehouse receipts issued. Established more than 20 years.



Let us tell you in detail how we can help you to solve your distribution problems in this territory.

PICKRELL & CRAIG Co.
Warehousing, Distributing
and Selling
Louisville, Ky.

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the people's interest in utilities should be both as owner and cus-

"Fundamentally there isn't any reason," Mr. Thomson said, "why the various interests in a community cannot work together for their common good, and yet we see strife set up here and there, usually at the instance of some political agitator. But labor and the employers of labor, the merchants, the public utilities, the city or county officials and the granges learn the value of sitting down around the table on a give-and-take basis, then there is no power on earth strong enough to hold back the development of that community.

Following Mr. Thomson, Zenas W. Carter of the Erickson Company spoke on "Group Effort and Its Results." He also made harmony of effort in commercial life the subject of his talk and told how united action on the part of the members of the various associations with which he has been connected brought about

most interesting results.

Advertising Helps Put Over "Save-the-Forest" Campaign

Direct-mail advertising, posters and newspaper space were used in Canada to get public support for recognition of "Save-the-Forest Week," which has just closed. A poster in colors broadcast the appeal that the individual's co-operation was necessary to reduce the huge economic loss which the Dominion has to stand as a result of forest fires. This poster illustrated two careless campers canoeing from the shore of a woods which they had set afire.

poster illustrated two carriess campers canoeing from the shore of a woods which they had set afire.

The Forestry Branch of the Department of Interior also supplied schools with a booklet which included a program of class exercises on forest protection.

The Manitoba district forest inspector followed up the campaign with a series of letters which were sent to owners and leaseholders of summer homes in forest preserves and to clubs, associations and fraternal societies. Newspaper advertising space also was donated by publishers to assist in giving publicity to the Government's campaign.

Joins Lincoln Photo-Engraving Company

Harry T. Johnston, formerly on the sales staff of the Lotz-Wilhelm Engraving Company, Philadelphia, has joined the Lincoln Photo-Engraving Company, also of Philadelphia.



DORRANCE, SULLIVAN & COMPANY

Incorporated

Advertising

130 West 42nd Street NEW YORK 31 Milk Street

How to Keep Government Out of Business

This Is a Job and an Opportunity for Chambers of Commerce and Trade Associations Members of United States Chamber of Commerce Are Told at Annual Convention

Address by Herbert C. Hoover Secretary of Commerce

WHEN legislation penetrates the business world it is because there is abuse somewhere. A great deal of this legislation is due rather to the inability of business hitherto to so organize as to correct abuses than to any lack of desire to have it done. Sometimes the abuses are more apparent than real, but anything is a handle for demagoguery. In the main, however, the public acts

business to correct its own abuses. Legislative action is always clumsy—it is incapable of adjustment to shifting needs. It often enough produces new economic currents more abusive than those intended to be cured. Government too often becomes the persecutor

only when it has lost confidence

in the ability or willingness of

instead of the regulator.

The vast tide of these regulations that is sweeping onward can be stopped if it is possible to devise, out of the conscience and organization of business itself, those restraints which will cure abuse; that will eliminate waste; that will prevent unnecessary hardship in the working of our economic system; that will march without larger social understanding.

The thing we all need searchingly to consider is the practical question of the method by which the business world can develop and enforce its own standards and thus stem the tide of Governmental regulation. The cure does not lie in mere opposition. It lies in the correction of abuse. It lies in an adaptability to changing human outlook.

If we are to find solution to these collective issues outside of Governmental regulation we must meet two practical problems: First, there must be organization in such form as can establish the standards of conduct in this vast complex of shifting invention, production, and use. There is no existing basis to check the failure of service or the sacrifice of public interest. Someone must determine such standards. They must be determined and held flexibly in tune with the intense technology of trade.

Second, there must be some sort of enforcement. There is the perpetual difficulty of a small minority who will not play the game. They too often bring disrepute upon the vast majority; they drive many others to adopt unfair competitive methods which all deplore; their abuses give rise to public indignation and clamowhich breed legislative action.

PUBLIC CONSCIENCE IS READY

I believe we now for the first time have the method at hand for voluntarily organized determination of standards and their adoption. I would go further; I believe we are in the presence of a new era in the organization of industry and commerce in which, if properly directed, lie forces pregnant with infinite possibilities of moral progress. I believe that we are, almost unnoticed, in the midst of a great revolution-or perhaps a better word, a transformationin the whole super-organization of our economic life. We are passing from a period of extremely individualistic action into one of associational activities.

Practically our entire American working world is now organized into some form of economic association.

We have, perhaps, 25,000 such

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Help Your Dealers Sell More of Your Goods—Quickly!

Multiplex All-steel Sales Helps put your product before your customers at the critical time-when they are spending money. These sales helps are a reminder and an invitation to buythey "follow through" on your advertising and actually help your dealer sell more of your goods, in less time, with less That is why they are so consistently used.

They are adaptable to many kinds of merchandise-combs. cutlery, manicuring articles, brushes, hair nets, patterns, sheet music, books, phonograph records, light hardware, note books and similar articles. Specially designed to suit your particular. requirements. Sturdily built of light steel channel or tubing, electrically welded, with baked-on enamel finish. Long lasting and very attractive.

The surprisingly low cost of these sales helps makes them a real investment-address nearest office for full information.

MULTIPLEX DISPLAY FIXTURE CO.

922 No. 10th St.

St. Louis, Mo.

Branches: New York, Chicago, Minneapolis, San Francisco, Los Angeles

ALL-STEEL WINDOW

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4000 Jokes

1025 Pages

2 Vols. \$1.80 Each

and More Toasts

Jokes under Subjects arranged alphabetically, e.g.

"I'm studying political economy."
"Why economize in politics! It's

Springfield Republican says: "All who enjoy good jokes will be glad to get hold of this collection."

The H. W. Wilson Company 953 University Ave., New York

BEST-TEST RUBBER CEMENT A Real Adhesive

FOR

- ---PREPARING MASKS OR FRISKETS
- -LAY-OUT WORK
- —GENERAL PASTING

STAINLESS—QUICK DRYING

WILL NOT WRINKLE, CURL OR SHRINK. MOUNT OR BACK-ING SUITABLE FOR EITHER TEMPORARY OR PERMANENT JOINING.

Send for free sample

UNION RUBBER & ASBESTOS CO.

1133 Broadway N.Y. City:

associational activities in the economic field. Membership, directly or indirectly, now embraces the vast majority of all the individuals of our country. Action of wide import by such associations has become an important force of late in our political, economic, and social life.

It is true that these associations exist for varied purposes. Some are strong in recognition of public responsibility and large in vision. Some are selfish and narrow. But they all represent a vast ferment of economic striving

and change.

Associational activities are I believe driving upon a new road where the objectives can be made wholly and vitally of public in-The legitimate trade asterest. sociations and chambers of commerce with which I am now primarily concerned, possess cer-tain characteristics of social importance and the widest differentiation from pools and trusts. Their membership must be open to all members in the industry or trade, or rival organizations enter the field at once. Therefore, they are not millstones for the grinding of competitors as was the essence of the old trade combinations. Their purpose must be the advancement of the whole industry or trade, or they cannot hold together. The total interdependence of all industries and commerce compels them in the long run to go parallel to the general economic good. Their leaders rise a real democracy without bosses or political manipulation. Citizens cannot run away from their country if they do not like the political management. members of voluntary associations can resign and the association dies.

I believe that through these forces we are slowly moving to-ward some sort of industrial democracy. We are upon its threshold, if these agencies can be directed solely to constructive performance in the public interest.

All this does contain some dangers, but they will come only the ecoco, directraces the he indi-Action associamportant ical, eco-

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One automobile tire manufacturer can be served to unusual advantage by the one advertising agency in the East imminently qualified to handle automotive products and which seeks only one representative account in this field.

J·H·NEWMARK·INC·

ADVERTISING

FISK BUILDING · NEW YORK 250 WEST 57th STREET

H

This organization offers the services of a staff, headed by J. H. Newmark, dean of automobile advertising executives, and trained in the sales promotion departments of Durant and General Motors interests to the fullest appreciation of the manufacturing, trade and consumer aspects of automotive merchandising.



Announcing Harry A. Grace

Vice-President and Manager New York Office

Buckley, Dement & Co.

To facilitate our services to our Eastern friends and clients, we announce the opening of our New York Offices at 247 Park Avenue and the appointment of Mr. Harry A. Grace, who will be in charge as Vice-President.

Mr. Grace is a practical merchandiser, having been associated with the Westinghouse Lamp Company for five years as Advertising Director, and brings with him a valuable training and experience.

Associated with Mr. Grace will be Mr. William J. Jennings, who has been a member of the staff of Buckley, Dement & Co., and is thoroughly grounded in dealer information, distribution problems and mailing lists statistics, both in mail order and direct by mail advertising.

Buckley, Dement & Co.

Direct Mail Advertising Planned-Printed-Mailed

Chicago 1300 Jackson Blvd. and New York 247 Park Avenue 15. 1024

from low ethical standards. With these agencies used as the machinery for the cultivation and spread of high standards and the elimination of abuses, I am convinced that we shall have entered the great era of self-governing industry and business which has been a dream to many thinkers. A self-governing industry can be made to render needless a vast area of Governmental interference and regulation which has grown up out of righteous complaint against the abuses during the birth pains of an industrial world.

NEEDLESS APPREHENSION

Some people have been alarmed lest this associational movement means the destruction of our competitive system, lest it inevitably destroy the primary indi-vidualism which is the impulse of our society. This alarm is our society. This alarm is groundless. Its rightful activities do not destroy equality of opportunity or initiative. In fact they offer new avenues of opportunity

for individuals to make progress toward leadership in the community. Any one of them will die at once if it does not offer equality of opportunity to its members; or if it restricts its membership, rival associations at once emerge. They are the safeguards of small business and thus prevent the extinction of competition. They are the alternative to capital consoli-They are not a growth dation. toward socialism-that is Government in all business-they are in fact a growth directly away from such an idea.

I am, of course, well aware of the legal difficulties that surround types of associational work. I do not believe that the development of standards of conduct or the elimination of abuses in public interest has ever been challenged as a violation of the Sherman Act. Moreover, to establish either a physical or a moral standard directly sharpens

competition.

These associational activities are promising machinery



The Atlanta Journal

Average minimum milline rate for Evening papers is \$3.33.

Minimum milline rate of The Atlanta Journal is \$2.22.

Average minimum milline rate of Sunday papers is \$2.27.

Minimum milline rate of The Atlanta Sunday Journal is \$1.65.

The quality of The Journal's circulation, all paid for at the full price of \$9.50 a year, is at the top of Southern newspapers.

Advertising in
The Journal Sells the Goods

Display Your Products in NEW JERSEY

Our sales force can open the road to revenue for you. Try out a miniature campaign at little expense. We can take care of everything. Write your copy, prepare plans, get our men to push your products, and last but not least at once furnish you real publicity in several high class magazines.

Write us now

PUBLICITY PRESS SYNDICATE

"From a sales letter to an encyclopaedia of sales"

P. O. Box 187, Commercial Building Hackensack, N. J. much of the necessary determination of ethical standards, for the elimination of useless waste and hardship from the burden of our economic engines. Moreover, we have in them not only the agencies by which standards can be set, but by co-operative action among the associations representing the different stages of production, distribution and use we can secure a degree of enforcement far wider than mere public opinion in a single trade.

When standards are agreed upon by the associations representing the user, we have a triple force interacting for their en-

forcement.

The individual interest is wrapped up with public interest. They can find expression only through association. Three years of study and intimate contact with associations of economic groups whether in production, distribution, labor or finance, convince me that there lies within them a great moving impulse toward betterment.

If these organizations accept as their primary purpose the lifting of standards, if they will coperate together for voluntary enforcement of high standards, we shall have proceeded far along the road of the elimination of Government from business. American business is never secure unless it has public confidence behind it. Otherwise it will always be a prey to demagoguery

Illinois Central Advertises New Car

and filled with discouragement.

The Illinois Central Railroad Company recently used large space in newspapers in its territory to introduce and picture "The Salon-Buffet Car on The Diamond Special." "Travel Luxury" this copy was captioned. The text described this new service, and offered a "Travel Luxury" booklet on request.

Sherbrooke, Que., to Have Advertising Club

An advertising club is being formed at Sherbrooke. Que., as the result of a recent meeting in that city which was attended by members of the Montreal Publicity Club.

A Few Facts Concerning The Telegram-Mail

This statement is to say that the gossip, more or less industriously circulated to the effect that I intend selling The New York Telegram and Evening Mail hasn't a shred of truth in it. I have no such thought, no such intention.

The Telegram-Mail in combination is giving a better account of itself than I reasoned it would before buying The Mail—the conclusion on which I decided to make the purchase.

The average circulation of The Telegram-Mail for the three months since they were amalgamated has been well in excess of 200,000 COPIES a day—net cash sales. And better yet, every week The Telegram-Mail is steadily forging ahead in circulation, spontaneous, natural circulation—not superinduced circulation.

In the matter of advertising The Telegram-Mail is giving a good account of itself. It is carrying more display advertising than The Evening Mail carried, and with the exception of The Sun and The Evening Journal carries a larger total lineage of advertising than any other evening newspaper in New York.

In my newspaper experience I have never known a newspaper that had a better field for large development or a brighter outlook for such development than The Telegram-Mail in combination now has.

FRANK MUNSEY

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Advertising and Sales Executive

A straight-thinking, able selling and advertising executive with a real capacity for solv-ing difficult sales problems is seeking a new connection. His ability to produce effective ad-vertising has been tested and proved.

A broad experience covering many retail fields—drug, hardware and jewelry in particular—has given him a keen knowledge of local and na-tional markets. His marketing experience includes selling to architects and engineers.

He is looking for broader responsibilities and opportunities. Splendid references and full particulars upon request. Reasonable ideas about compensation.

Address "K.," Box 208, Care of Printers' Ink

WANTED ASSISTANT ADVERTISING MANAGER

One of our clients needs an Assistant Advertising Manager, a young man of sufficient experience in advertising to know how to do things when he is told to do them. He must have initia-tive and be able to assume re-sponsibility. The job is a big one now and growing rapidly there is a big future ahead.

If you have had previous experience as an Assistant Advertising Manager or in an agency so much the better. The salary is a good one to start.

Write-don't call. Give full particulars about yourself, your past experience, education, age, re-ligion and when you can start. Write-don't call.

Dorrance, Sullivan & Co. 130 West 42nd Street New York City

Becomes General Sales Manager. Foulds Milling Company

C. H. Burlingame, vice-president of the Mason Warner Company, Chicago advertising agency, has resigned, ef-fective June I, to become general sales manager of The Foulds Milling Com-pany, Chicago manufacturer of Foulds macaroni products. He has been with the Mason Warner Company for the last two years and was formerly with The Butterick Publishing Company, The Morton Salt Company and the Great Western Cercal Company. Great Western Cereal Company.

Redfield, Fisher & Wallace Elects New Officers

Milton M. Fisher. vice-president of Redfield, Fisher & Wallace, Inc., New York advertising agency, has become president.

William J. Betting has been elected secretary-treasurer. He previously was with the Wynkoop-Hallenbeck-Crawford Company, printing, New York. At one time he was with Betting-Madden-Thompson, Inc., advertising agency, St. Paul. Min. Paul, Minn.

C. M. Puckette with New York "Times"

Charles McD. Puckette has joined the New York Times as an assistant to Louis Wiley, business manager. Mr. Puckette formerly was managing ed-tior of the New York Evening Post. In his new position he will assist Mr. Wiley in several capacities, especially in the censorship department.

Made Advertising Manager of The Paraffine Companies

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James Holbrook has been appointed advertising manager of The Parafine Companies, Inc., San Francisco, maker of Pabco products. He was for a number of years with the Associated Oil Company, also of that city, in a similar constitution. capacity.

W. D. Watts, Vice-President, Winson Press

William D. Watts has joined the Winson Press, Inc., New York, as vice-president in charge of service and contact. For the last three years he has been with the Harry C. Michaels Company, New York advertising agency, in charge of mechanical production.

General Motors Truck Transfers Otto E. Stoll

Otto E. Stoll, for several years a vice-president of the General Motors Truck Company, Pontiac, Mich., and in charge of its New York branch and Eastern territory, has been transferred to the company's home office as general manager.

New!

Calendar, Booklet, Postcard —in one

Here is an idea that will interest you. Action advertising in a most persuasive form. Includes the calendar, but begins where the calendar leaves off. We introduce the "Adapt-Style" Sure-Action Mailer:

"Adapt-Style"
Sure-Action Mailer.
Patent Applied For



This combination of a calendar, booklet, etc., and return post card in one is fully protected by applications for patents.

You have here in unique and logical combination a calendar, booklet (household budget, or anything else you want to use that section for), and a return card.

The Calendar an all year 'round ad for you, the booklet (etc.) to inform and persuade, and the return card to bring your salesman, catalog, sample, or more information. All in one—connected—one part leading to the other—and yet each part separate and detachable. And you need no envelope for this mailer, as it is also an envelope, and can be mailed for one cent. As unique and effective an idea as you have ever seen. You send it with your compliments—persuasively. . . It doesn't stop at the compliments. It goes further. . . . It imspires action!

Note:—All "Adapt-Style" forms—and all special ideas developed on the "Adapt-Style" mailers—are fully protected by applications for patents in U. S. and foreign countries.

Write today for a sample of the "Adapt Style" Sure-Action Mailer and any other information you wish to have to the

LOBELL, PRIESTMAN COMPANY

Printers of the "Adapt-Style" Mailers

37 West Van Buren Street

Chicago

At one addency, St.

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In April 1924
(as compared with April, last year)

GAINED 104,958

Lines in Total Paid Advertising



This represents a substantial increase in every important classification of advertising—Local, National, Classified and Real Estate.

The Star's gain in Total Paid Advertising is the greatest percentage of increase recorded by any St. Louis daily newspaper during April.

The reason for such a record? . . . RESULTS! —PROFITABLE RESULTS—to advertisers.

THE ST. LOUIS STAR

National Advertising Representative
The S. C. Beckwith Special Agency

May 15, 192

, 1924

Texas Retailers to Discuss Sales and Advertising

Advertising, merchandising and salestraining subjects will be discussed at the meeting of the Texas Retail Merchants Association, which will be held at Tyler, Tex., from May 29 to 31. The list of speakers includes John H. Keen, advertising manager of the Austin Statesmas, and Martin L. Pierce, research and promotion manager of The Hoover Company, North Canton, Ohio.

Radio Account for Wichita Agency

Leon Lambert, Wichita, Kans., who is conducting a small space campaign in about 100 newspapers and a number of radio magazines, has placed his advertising account with the Central Advertisers' Agency, also of Wichita. A new campaign is being planned which will begin about September 1.

New Shock Absorber to Be Advertised

Edward V. Hartford, Inc., Jersey City, N. J., manufacturer of Hartford shock absorbers, is bringing out a new Type F-C model which will be advertised in business papers. The New York office of Myers-Beeson-Golden, Inc., Toledo, Ohio, advertising agency, is directing this advertising.

Prest-O-Lite Markets a New Combination Sales Unit

A new sales unit is being marketed by The Prest-O-Lite. Company, Inc., of Indianapolis. It is to be used in connection with Prest-O-Lite gas and, in the company's dealer help material, is referred to as the Prest-O-Lite 5 in 1 outfit. It includes a convenient handle with five interchangeable tips together with a small soldering head, which makes it possible to do a wide variety of soldering, brazing and heating jobs. Display cards and other dealer help material are now being furnished to dealers. The company is supplying dealers with display cards and other dealer help material to assist in promoting the sales of the new product.

Mills Company Appoints Nesbitt Service

The advertising account of The Mills Company. Cleveland, metal partitions and shelving, has been placed with The Nesbitt Service Company, advertising agency of that city. The advertising plans for this account call for the use of architectural and technical trade publications, together with direct-mail advertising.

Landau & Steinberg, Inc., New York, manufacturer of boys' and students' clothing, has appointed the Alfred N. Williams Company, New York, as advertising counsel.



What Buyers of Merchandise Know about Its Value

If Professional Buyers of Merchandise Can't Agree on Selling Price to Consumer Why Should Consumer Be Regarded as an Authority on Price?

By James True

DURING the last few years the reports of a number of Government sales seem to show that it is impossible for anyone to accurately appraise the value of manufactured goods without an accepted standard, and that the degree of inaccuracy is very much larger with goods requiring complicated manufacture. Several large lots of army surplus goods were sold at prices totaling about five million dollars more than the value fixed by appraisal experts.

It has been the experience of several regulatory organizations, in attempting to establish the inaccuracy of advertised values of shoes, used cars, clothing and numerous other goods, that the appraisals of buyers vary almost as widely as the testimony of expert medical witnesses and the opinions of the members of the legal

profession.

Unfortunately, in these cases, all but the general results were confidential, or the reports were so lacking in detail as to make them unconvincing; but recently the Better Business Bureau of the District of Columbia made an accurate and complete record of the appraisals by a group of buyers, and the logical deductions should be of inestimable value to both salesmen and manufacturers.

In the first place, they should convince the salesman who comes to believe that his goods are priced too high, after listening to price-cut demands, that there is no basis for his conclusion. The salesman becomes discouraged and his selling talk loses conviction because he accepts the statements of buyers regarding his values, assuming that the judgment of the buyers is superior and more accurate than his own and that of his

employers; but the record of this case convincingly indicates that there is no basis for his assump-

tion.

Secondly, the details and deductions should be of invaluable
aid in the formulation of selling
policies. They prove that the matter of price is not the allimportant factor in the selling of
many lines that it is supposed to
be, and that since the average buyer's judgment as to values is so
fallible that he must be susceptible to advertising and other selling influences.

Because this record has to do with appraisals of women's dresses it is not logical to suppose that its results do not apply to innumerable other lines of business. The other records mentioned, although incomplete, are evidence to the effect that a similar condition prevails whenever the values of many other lines of manufactured goods are approached.

praised.

The case grew out of an attempt of the Better Business Bureau to correct, by persuasion, the advertising of a local retailer who claimed to offer dresses at \$10 each that were \$20 and \$5 values. A representative of the Bureau selected from his stock three dresses advertised as \$20 values, and three for which the higher value was claimed.

The Bureau also selected twelve dresses from the stocks of several highly reputable and well-known stores of Washington. The regular retail prices of these dresses ranged from \$10.75 to \$25. They were arranged with the six other dresses, and all price tags and other marks of identification were removed. Then the Bureau invited seven dress buyers of the

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Announcement

MONTH and a half ago the New York Tribune and the New York Herald became one newspaper. The announcement of this event was accompanied by our promise to give our readers the best newspaper that human enterprise can produce.

The approval of readers was never in doubt, but it seemed wise to defer official announcement of results until time enough had elapsed to allow the circulation to come to normal levels.

The Net Paid Circulation

is in excess of

SUNDAY 300,000 DAILY (exclusive of Sunday) . . . 260,000

The merger has proven even more successful than the management anticipated.

Both Daily and Sunday circulations represent units of purchasing power and responsiveness unexcelled by any newspaper in the United States.

THE NEW YORK

HERALD Tribune

The Complete Book on Engraving and Printing



Second Printing

It tells how to obtain the best photograph. The proposition of the pro

graver or printer; how to choose proper color combinations; how to choose paper and method of printing—and hundreds of other time-saving and suggestive ideas.

840 Pages—Over 1500 Illustrations 35 Related Subjects

Examples by every process—many in color. Beautifully printed on Algrette enamel coated paper and bound in dark green Interlaken crash cloth with gold stamping.

stamping.

It provides a means of reference and a knowledge of the fundamentals of methods and processes that will be a wonderful help. Saves time of executives in training assistants and helps the beginner to get ahead.

FREE EXAMINATION OFFER Commercial Engraving Pub. Co., Dopt. NT, Indianapolis, Ind.

You may send prepaid a copy of COM-MERCIAL ENGRAVING AND PRINTING for examination. Unless I return it within 10 days I will keep the book and remit \$15.00° in full payment within 30 days.

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Selective Personnel Service

AN organization specializing in the selection of men and women qualified for positions of responsibility in the advertising, publishing, printing and allied industries.

A service co-operating with advertising and merchandising organizations in securing capable executives of varied experience for their clients.

No Charge to Employers

30 East 42nd Street
New York City
Telephone: Vanderbilt 8240

city to inspect the eighteen dresses and appraise their retail values.

Without exception, these buyers were from successful stores: all are experienced, and there is no doubt that they are representative of the country's better class of retail merchants. In their appraisals they enjoyed two distinct advantages: several of them were called upon to appraise one or more numbers of their own goods. which they recognized immediately, and this gave them a standard of comparison. these reasons the averages are undoubtedly better than they would have been otherwise.

In appraising the value of the twelve regularly priced dresses, all of the seven buyers, with the exception of one, departed from the regular prices by as much as \$10, two of them in four instances. The exception was more than \$4.25 out of the way in six instances, and since three of his appraisals agreed with such odd prices as \$24.75 and \$19.75, he was probably fortunate in recognizing at least two of his own dresses.

In the twelve dresses from regular stocks, five were priced at \$25, and these were appraised at the way from \$15 to \$35. On this group there were thirty-five appraisals and nine coincided with the marked prices. But on the lowest-priced dress, marked at \$10.75, not one agreed with the price, and the appraisals ranged from \$10 to \$25. And one dress, marked at \$20, was estimated to be worth from \$15 to \$25, while not one appraisal agreed with the actual retail price.

The first three dresses listed from regular stocks were priced at \$25, and the appraisals of the seven buyers were averaged at \$22.43 for the first, \$20.29 for the second, and \$17.71 for the third. The fourth was the garment priced at \$20, and the average of the buyers' estimates of its retail value was \$16.36. The next was appraised at its marked value, \$25, by four of the buyers, at \$24.75 by two others, and at \$35 by the other, making decidedly the best showing for the judgment of the

Printers,
what a dog's life
they lead us

So say many ad-men. Of all the reasonable things ad-men expect of their printers they seldom get any.

Many printers, like artists, turn out good work but don't turn it out on time.

—other printers, like a host of Proofreaders simply must make corrections on your carefully studied copy.

—and, that vast majority of printers, lead many of us a dog's life with their false promises and irritating explanations.

No reason have I to complain now when I have as my printer—

NATHAN EIBSCHUTZ

President of

The Night & Day Press

175 Wooster Street

New York City

Telephone Spring 9321-9322

Uptown's Biggest and Best Store

Blumstein

West 125th St., Bet. 7th & 8th Aves.

A. W. DAVIS, Advertising Manager

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GARDINER-MACE COMPANY

ADVERTISING AGENTS

have been opened at

9 EAST FORTIETH STREET

New York

Occupying the tenth floor

Telephone Murray Hill 10333

WILLIAM RAY GARDINER, President
ALFRED C. MACE, Jr., Vice-President
JOHN J. CORKERY, Secretary
CHARLES A. BISHOP, Treasurer

Formerly of Gardiner & Wells Co., Inc. buyers, with an average appraisal of \$26.36.

May 15, 1924

The average price of the twelve dresses in the regular group was \$22.05. The average appraisals of the individual buyers ranged between \$17 and \$25.35, with two averages of \$20.70 showing a variation of only 7 per cent from the average of the marked prices.

On first thought, this slight variation seems to indicate an excellent judgment of values; but it must be remembered that it represents the percentage of variation of the average of the appraisals, and not the average of variations of the individual's appraisals. For instance, Buyer G was one of those whose average estimate was within 7 per cent of the average of the marked prices. In eight instances his estimates were below the prices of the garments, and in three instances above. Eight of his appraisals varied from the marked prices from \$5 to \$10.25, and in only one garment did he appraise the price asked by the store that loaned it. If we accept the marked prices as

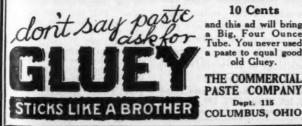
the correct value of the garments, Buyer G's percentages of error on the twelve dresses average approximately 17 per cent.

THE LOW SCORE

The buyer who made the least apparently creditable showing is charged by the record with an error of 23 per cent. That is, his average appraisal was 23 per cent below the average price of the dresses.

In appraising the value of the six special dresses that were offered at \$10 each and advertised as \$20 and \$25 values, the showing of judgment was no better. The first special dress on the record is one supposed to be valued at \$25, and it was appraised at from \$5 to \$25, with two buyers estimating its value at the price at which it was offered-\$10-with an average appraisal of \$14.12. The second dress, also a \$25 "value," drew an average appraisal of \$11.61, while the third, valued by the advertiser at \$20, was priced at from \$5 to \$15 by





10 Cents

and this ad will bring a Big, Four Ounce Tube. You never used a paste to equal good old Gluey.

THE COMMERCIAL PASTE COMPANY

WANTED Sales Representatives

We are importing a line of transparencies that we believe are the equal of any made in this country or abroad and are desirous of establishing exclusive representatives on a commission basis in the following cities:

Detroit New York City
Cleveland Toledo
Pittsburgh Atlanta
Milwaukee Boston
Kansas City Indianapolis
Chicago

We are seeking the best connections we can make, for our proposition is a good one for high-grade salesmen. Quality—Prices—Delivery—and Commission being most attractive.

In applying, please state lines carried, giving business and bank references.

Address: Transparencies, Box 69, care of Printers' Ink.

Somewhere There's a New Job

There is a big concern somewhere to which I can bring a wide experience in advertising, numerous ideas, executive training and a liking for hard work. My resignation as advertising manager for one of the country's largest food manufacturers will take place soon. An expected consolidation is one reason why. I can produce copy, layouts, roughs and don't balk at turning out a finished illustration. I have an unusual knowledge of art work, engraving and printing.

Address "G," Box 205, care Printers' Ink, Room 1772, 230 So. Clark St., Chicago.

the buyers, with an average estimated value of \$9.81.

For the Bureau's purposes, the appraisals of the special goods were corrected by the percentages of error established by the first part of the record, and the results were submitted to the advertiser as evidence to prove that the actual values of his dresses were just about half of the values he was advertising. But from the viewpoint of the salesman and manufacturer, the results indicate that the average buyer of dresses, as well as of goods that are equally as complicated to manufacture, cannot accurately judge the value of the merchandise he buys.

Based on the average appraisa's of the individual buyers, the Bureau figured the percentage of error for each man, and the average of these is approximately 14 per cent. While this method gives the error for the correction of appraisals on the advertised goods. it is unduly favorable when it comes to estimating the correctness in judgment of values, for the reason that it tends to balance errors above the accepted values with those below. So when all percentages of error are determined from the record, then added together and divided by the total number of appraisals, the result shows that the average estimate of all of the buyers was slightly more than 20 per cent in error.

In other words, under exceptionally favorable conditions, the * average of seven successful buyers from as many highly reputable stores in Washington, D. C., cannot estimate the worth of popularpriced women's dresses to within 20 per cent of their actual retail This fact does not in any way belittle the ability of the buyers; but it certainly indicates that the salesmen of many lines are foolish to seriously credit the opinions of buyers as to the fairness of their prices, and that the best policy for manufacturers of these lines is an advertised main appeal of quality and integrity rather than one of low prices.

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What's Wrong With Your Salespeople?

One Way to Correct It

Many a sale is lost through salesmen's blunders. Many a good proposition suf-fers through errors in the effort to sell it. Perhaps the greatest need in business today is the need for better salesmanship, How much your business suffers through the faults of your salespeople can only be conjectured.

You would correct these faults personally if time permitted. But your hours are full of other duties.

A Novel, Practical Plan

How to train, how to develop your salespeople—how to make them better producers—may have been a problem to you. But here's a novel way to give them constant training without consuming your time, and at a cost so small as to be scarcely worth considering

Through our SALES BULLETIN SERVICE you are constantly supplied with sales ideas in the shape of stories, quotations and anecdotes, experiences, quotations and illustrations, all ready for use in your own Sales Bulletin.

own Sales Bulletin.

This material is gathered from practical experience, and, while it is presented
in an entertaining form, it is virtually
a continuous course in salesmanship,
minus the dullness and drudgery of
academic schooling.

Some of the Topics Covered

The most vital phases of salesmanship are covered in this SERVICE; a few of them are: When to Quote the Price, The Seasonal Bugaboo, Getting to the Man With Authority, How and When to Be Persistent, Knowing Your Man, The Science of Bluffing, Saying the Right Things First, Remembering the Obvious Things, Importance of Following Every, Lead, Appealing to the Buyer's—Not the Seller's—Interests, How to Use Rainy Days, Getting to the Facts in the Case, Tact in Helping the Buyer Decide, Those Blankety-Blank Alibis or Excuses, The Importance of Saving Money, The Best Time to Stop Talking, Etc., Etc., Etc. This SERVICE contains none of the bunk known as "pep." It is not a "whoop-hurrah" SERVICE, It does not preach. On the contrary, each article contains a practical, tested, usable idea which your salespeople can put to use

which your salespeople can put to use

THE O. J. McCLURE ADVERTISING AGENCY 111 West Monroe Street CHICAGO

Prominent Users

The list of users of this Service reads like a Who's Who of American Industry. Leading firms in nearly every line are using this material under our license agreement-convincing evidence of its genuine merit.

Nothing Else Like It

So far as we know, there is nothing else similar to this SERVICE. It solves the problem without adding to your labors, without a big bill of expense

without submerging your individuality.

It is equally suitable for every line
of business selling through salespeople,

whether on salary or commission.

It requires no special arrangements in your office. You are ready to begin using it right now.

Enthusiastic Comments

One big user's fetter is typical. He says the SERVICE "does much to give these salespeople the idea that we are regular fellows who have a personal interest in them." Another says: "I wish to take this occasion of complimenting you on the punch, commonsense and really usable ideas incorporated in your Service." And still others: "Your service is proving mighty valuable—is certainly working in fine"; "It is what we have been looking for"; "They are unusually good."

Trivial Cost

The cost is trivial-less than 10 cents per day—no matter how many salespeople you have. For only \$36 you get the Service for a whole year—72 illustrations and approximately 36,000 words—300 Selling Ideas.

Special Proposition

We want you to try this Service for thirty days without obligation. Mail the coupon. Then take thirty days to decide whether you want the Service regularly. Let it sell itself to you on its own merit. Mail the coupon now. No salesman will call.

REMINDER COUPON

The O. J. McClure Advertising Agency. 111 W. Monroe St., Chicago.

All right, I will try your SERNICE, as offered, without obligation to me or my company. My name and title, with name and address of my company, are written in the margin, or on our letterhead.

We are pleased to announce the appointment of

Harry D. Neach

. Director of Marketing and Sales

Mr. Neach's advertising and merchandising experience covers a period of twenty years. He received his early training as newspaper special writer on The New York Herald and was also associated with The Tribune. He was later appointed Assistant to the Marketing Manager of the Vacuum Oil Company, resigning that position to join the staff of The Saturday Evening Post. Until recently he was associated with the Dorland Advertising Agency.

From the beginning, Mr. Neach's work has been concentrated on marketing and selling problems. His extensive knowledge and experience cover every important type of merchandise, including toilet requisites, hardware, automotive accessories, food products, candy, textiles, clothing, hats, drug products, radio, phonographs, and pianos. The benefits of Mr. Neach's ideas, counsel and service are now available to clients of this agency.

CHARLES C. GREEN ADVERTISING AGENCY

Incorporated

450 Fourth Avenue, New York
Phone-Madison Square 1950

Montreal

Philadelphia

Havana

1024

Richard H. Lee Returns to Legal Work

Richard H. Lee, who for several years was director-counsel of the National Vigilance Committee of the Associated Advertising Clubs of the World, resigning late in 1921 to become vice-president and general manager of Lord & Thomas, Chicago, has returned to legal work, With John R. Donnelly and Joseph F. Curren, Mr. Lee has formed the legal firm of Lee, Donnelly & Curren, at New York. This firm succeeds Donnelly & Curren.

G. L. Payne Made Regional Director of Hearst Newspapers

Milliam Randolph Hearst has appointed G. Logan Payne regional director in charge of the Baltimore News, Washington Times, and the Atlanta Georgian-American. Mr. Payne also is publisher of the Washington Times and chairman of the board of directors of G. Logan Payne, Inc., and Payne, Burns & Smith, Inc., publishers' representatives.

Detroit "Times" Advances W. E. Anderman

William E. Anderman, who has been foreign advertising manager of the Detroit Times, has been advanced to the position of general director of advertising.

R. H. Grant in Charge of Chevrolet Sales

R. H. Grant has been elected vicepresident and general sales manager of the Chevrolet Motor Company, Detroit. Mr. Grant was formerly president and general manager of the Delco-Light Company, Dayton, Ohio, a subsidiary of the General Motors Corporation. C. Earl Dawson, who has been acting sales manager for several months, and D. S. Eddins, continue as assistant sales managers.

Ernest Eberhard Joins American Telephone

Ernest Eberhard has joined the American Telephone & Telegraph Company, New York. During the last three years he was managing editor of Advertising and Selling. He was at one time editor-in-chief of Building Age, and advertising manager of the Pure Cane Molasses Corporation.

American Molasses Account with Albert Frank

The American Molasses Company, New York, has appointed Albert Frank & Company, New York, to direct its advertising account. Newspaper and outdoor advertising will be used in a campaign which is to commence in the fall.

SALES, FACTORY and FINANCIAL EXECUTIVE AVAILABLE

This man has had a wide experience in business and factory administration as well as a record for successful sales management.

Is now General Manager and Treasurer of two Manufacturing Companies. Previously was for four years Sales Manager of a large manufacturing company. Prior to that was for several years Secretary, Treasurer and Sales Manager with an investment banking house.

Has been specially successful in organization work, business management and in the creation and administration of sales plans and policies.

Is available upon reasonable notice, prefers New York City connection.

ADDRESS "E," BOX 203, PRINTERS' INK.

ASSISTANT IN ADVERTISING DEPARTMENT

On account of returning to my former home I am seeking a location in or around New York City in the Advertising Department of an industrial or commercial house.

Three years' experience, college graduate — also Cleveland Advertising Club School. Now with old-established, specialized advertising agency in the Middle West. Opportunity for wider experience main consideration.

Available after June 1st

highest references.
Reach me now through
"J," Box 207, Printers' Ink.

Director of Advertising and Sales Promotion

ElGHT years experience planning and directing publicity campaigns and sales promotion work. Keen merchandiser. Have exceptional record for producing results in a big way. At present with one of the country slargest manufacturers but a change is desirable for justifiable reasons. Will prove a valuable asset as a business builder for some established, high grade firm.

Address Box C N, care of Printers'Ink Publishing Co. Chicago, 230 S. Clark Street

How Your Sales Managers Can Fill in Valleys

(Continued from page 6)

The employer for his part arranged wherever possible, and at some additional expense, to get the salesmen home more frequently over week-ends.

In this connection, the automobile suggests itself as a factor in conserving the salesman's energy more particularly in summer and thus assists in forestalling summer slumps. Where sample cases or well-loaded brief cases are used the runabout is decidedly a right-hand assistant in midsummer.

This same desire for summer comfort is employed in another way by one salesman who has an assortment of samples to show which is not quite large enough to necessitate a full-fledged sample room. Intimacy with his territory enables him to pick cool rooms in the hotels where he stops.

Then it's something like this to the dealer: "Say, this is one hot day. Why not knock off an hour and come down to the hotel. We can take off our coats and collars and drink limeade while we look over the samples. I know every part of that hotel and I want you to see what a cool room I can pick."

While the salesman does his part to build up summer business there are at least two pertinent questions which may be asked about the advertising and store display material:

Are there summer uses for the product which can be featured both in consumer advertising and in store display material for the dealer?

Will the advertising to the consumer continue steadily throughout the hot weather? If not, the salesman may properly wonder whether the house really believes that good summer volume is possible.

With Wilson & Clark

B. T. Butterworth, Jr., formerly with the Knitted Padding Company, Canton, Mass., has joined Wilson & Clark, adversising, Boston. He will be an account executive.

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H Are you a copywriter H or a printer's devil?

No matter-if you can write copy that will impress Earnest Elmo Calkins, Bruce Barton and F. R. Feland

\$100.00 Prize Copy-Writing Contest

Harper & Brothers will award a prize of \$100.00 to the author of the copy adjudged the most suitable for advertising a book designed to teach the art of copy-The book may be one with which you are familiar or it may be an imaginary work, advertised in the way you believe most effective.

Anyone, from agency head to the youngest novice or student is eligible to compete.

Read the rules below and send in your copy as soon as possible.

CONDITIONS

1. The contest opens May 15, and ends June 15, 1924.
2. Copy to be eligible for the contest must advertise a new book

contest must advertise a new book on copy-writing.

3. The contest is open to anyone, whether engaged professionally in advertising work or not.

4. Copy submitted must be suitable for insertion in either:

(a) A full-page in Printers' Ink Weekly.

Type page size, 3% "x".

Weekly. Type page size, 3% "x".

ing Fyrtinghity. Size 2% "x16", et 4% "x5".

5. All copy must be typewritten. ing 4 %

or 4% x5".

5. All copy must be typewritten, dubbe space, on one side of the sheet. Contest material must not bear an identifying signature but must be accompanied by a scaled circular but must be accompanied by a scaled circular but and additional statement of the second statement of the seco

May 15. Harper & Brothers and will not be returned. No acknowledgment of returned. No acknowledgment of the receipt of material will be made. 7. The prize winning

returned. No acknowledgment of the receipt of material will be made.

7. The prize winning advertisement will be published sometime after the announcement and the second of the second

The Reason for This Contest

This contest originated in a suggestion of Professor George Burton Hotchkiss, Chairman of the Advertising and Marketing Department of New York University. He has been associated with advertising work for many years and has recently written a book, 'Copy," published by Harper & Brothers. that the way to learn to write is by writing, and therefore suggested that a contest of this kind would give many men and women an opportunity to develop as well as demonstrate their present copy-writing ability. Pick up your pen now and enroll yourself in this contest by sending a piece of copy that conforms with the rules. Your time is limited. Make the most of it.

HARPER & BROTHERS & Publishers Since 1817 49 East 33d Street New York, N. Y.

PRINTERS'

A JOURNAL FOR ADVERTISERS Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY Publishers.

OFFICE: 185 MADISON AVENUR, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRINGE. Treasurer, DAVID MARCUS.

Chicago Office: Illinois Merchants Bank Building, Dwight H. EARLY, Manager. Atlanta Office: 704 Walton Building, Gao. M. Kohn, Manager.

St. Louis Office: Syndicate Trust Building, A. D. McKinney, Manager. San Francisco Office: 564 Market Street, M. C. Mogensen, Manager.

Canadian Office: Lumsden Bldg., Toronto, H. M. TANDY, Manager.

Issued Thuradays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00. Advertising rates: Page, \$100; half page, \$50; quarter page, \$25; one inch, minimum \$7.70; Classified 55 cents a line, Minimum order \$2.75.

JOHN IRVING ROMER, Editor ROBERT W. PALMER, Managing Editor JOHN ALLEN MURPHY, Associate Editor ROY DICKINSON, Associate Editor ALBERT E. HAASE, News Editor

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Chicago: G. A. Nichols
D. M. Hubbard
Washington: James True
London: Thomas Russell

NEW YORK, MAY 15, 1924

When Patience Is Needed in Business

as is the case now in various lines of industry, it is quite the fashion for the orators in many concerns to get busy. An orator, in the sense mentioned here, is a gentleman who is always finding something wrong with the business and pointing out alleged remedies. firm's advertising policy often is the orator's object of at-

When things be-

gin to lag a bit,

as you want to go. Of course there never was a business so good that it could not be made better. And one requisite for improvement is to have at all

tack. He could do it better: the firm is literally throwing away its

money; advertising is useless; it

ought to be fixed so it could do

its work faster; and so on as far

times an attitude of deep concern and unsatisfaction. The most searching criticism of a firm's actions should come from the firm When the heads of any business sit back with smug satisfaction and declare their merchandising policy is as near perfect as human ingenuity can make it, they begin to slip right then and there. If they persist in their complacent attitude they are likely to wake up some morning and find the sheriff in charge.

But, rising far above all criticism, must be a sturdy faith in the business as a whole. Too much criticism and fault-finding is deadly because thus one's belief in his business is likely to be undermined or shaken.

Most successful businesses are not such a great way from right or they would not be successful, Merchandising policies, though they may present many points of attack to the people who are always ready with criticism, must be sound in the main or they would fall down of their own weight in a hurry.

The trouble with the criticism habit is that the faults and the suggestions are most likely to have to do with some department other than the one the critic is in. The sales department feels it is making money for the advertising department to spend; the division salesman could pile up much more business if the credit department would not be so hard boiled; the traffic department interferes with sales because it does not route the goods properly.

How would it be, for a change, for the orators to point out the things in the business over which all concerned should be proud? They would be surprised no doubt at how long it would take to tell the more cheerful story and the resulting improvement in general morale would be more than worth while.

With this sort of background built up, the criticisms are bound to be more constructive. Along with the gentle pastime of picking the mote out of the other fellow's

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eye will come a disposition on the part of the critic to see if there is not a beam in his own eye.

The fundamentals in a business policy must be left alone or they will not grow.

A Double-Duty Idea "Pairing up your Sales" is the subject of a business-paper advertisement which the Carborundum Company is addressing to its retail trade.

We like the phrase. There is a wealth of suggestion in it. It is an excellent substitute for "rotating the sale" which is the way the idea of getting a customer to buy more than he intended, used to be expressed. Anyway the principle of "rotating the sale" has been in bad repute for several years. Plant the idea in the head of a tactless retail salesman and there is no limit to the damage he might do with it. On the theory that the sale ought to be rotated any number of retail sales persons have sold supine customers things they didn't need or couldn't pay for. In this way good customers have been offended and several retail problems, such as the returngoods evil, have been needlessly magnified.

Because of this many merchants do not permit their sales forces to suggest anything to a customer unless he directly or inferentially shows an interest in it.

This objection, however, cannot be held against the "Pairing up your Sales" idea which the Carborundum Company advances. The copy suggests:

A good hardware salesman will see the logic of pairing or coupling up his sales. For instance, when he sells an edge tool to a mechanic he sees the possibility of selling a Carborundum Sharpening Stone. It's just as easy as selling a brush with a paint order.

Right now hardware men have a splendid opportunity to cash in on this idea. Farmers, gardeners and householders are buying scythes and grass hooks, lawn edgers and other tools that will need sharpening.

Of course there is nothing new about this suggestion, but the term "Pairing up your Sales" or "Coupling up Sales" clothes the idea so graphically that the value

of this kind of selling at once becomes apparent. Many clever merchandisers, while not allowing their clerks to do too much trading-up or rotating, have always advocated the "pairing the sale" principle. The suggestion for the additional sale always had to concern a product that closely related to the one already bought. For instance, if a man bought collars, it was permissible to suggest ties. If a man bought shaving cream, razor blades were offered as an opportunity for an additional purchase. The sales person was allowed to make only one suggestion until a second purchase was made. Then, of course, another suggestion was permissible. When handled in this way these suggested sales do not give offense. Quite the contrary, most buyers appreciate co-operation of this kind, since it keeps them from forgetting things they may need.

In commending this Carborundum copy, let us also say incidentally that this is a good type of advertising to address to the retailer. Copy that tells the retailer how he can make more sales, appeals to him more than copy that merely tells him how he can acquire more merchandise.

When Inquiries Become Valuable In no other department of advertising do we find it so necessary to avoid tles as in this

hard-and-fast rules as in this matter of handling inquiries. Either an inquiry is worthless or it contains great potential value, But even the potentially valuable inquiry can be made worthless through improper handling.

This question is threshed out comprehensively in an article in the May issue of PRINTERS' INK MONTHLY under the title, "Spotty Distribution—How Inquiries Can Be Handled to Overcome It." A reading of this article shows that a worth-while inquiry can be made an instrument of strategy. In the hands of a skilled selling strategist there is scarcely any limit to what can be done with good inquiries.

The thing above everything else to remember in handling inquiries is to shun standardized methods. The advertiser who deals with all inquiries in exactly the same way is not using them to the best advantage. Each inquiry that bears earmarks of value should be studied carefully and then handled in accordance with the conditions in the territory from which it came. If there is a live prospect in that district that the advertiser is close to selling, perhaps this one inquiry will be all that is needed to push him over into the customer list. If there is a lukewarm dealer in the neighborhood perhaps this inquiry may be important enough to revive his enthusiasm. It is evident, therefore, that the man who handles inquiries should be familiar with the company's standing and situation in every territory.

Another point to realize is that an advertiser need not stick too slavishly to his customary policies when it comes to dealing with inquiries. He may, for instance, have his salesmen call only on the retail trade, but should a significant inquiry come from a consumer it might be advisable to have the nearest salesman call on that person. We know a building supply manufacturer who does this. Whenever an important inquiry arrives in the mail, he will get his salesman in that territory on the long-distance telephone and urge that he immediately visit the person inquiring. If no salesman is present the manufacturer gets the prospect, himself, on the phone. In this way he attempts to close the prospect before his enthusiasm has had a chance to

Most manufacturers find it advisable to protect their trade to the extent, at least, of not selling the consumer direct. Yet, in handling inquiries, any number of advertisers find it necessary to sell the interested prospect direct. They do this rather than entrust him to the tender mercies of a non-dealer or to save him the trouble of trying to buy from an

inaccessible dealer. In some cases, the profit on such sales is turned over to the company's nearest dealer. Again the profit is used as a wedge in interesting the buyer's regular dealer. In many cases, the company, itself, retains the profit, explaining to dealers, if they complain, that this should be an object lesson to them in the value of following up inquiries energetically.

Thus, we see that an inquiry presents an advertiser with an opportunity for legitimate manipulation. The more skilfully it is manipulated the more valuable it becomes. In general an inquiry, in itself, is almost valueless. It becomes valuable only when it is properly handled and all of the potentialities that it contains are fully realized.

A Salesman's Desk
Work
This has always been a point of

argument in business offices.

One salesman will spend hours at his dictation and work hard over the job. Another seems to do his desk work easily as a by-product in his spare time.

An investigation usually discloses that the man who works most easily is also working most effectively because he has planned his work in advance. He jots down ideas for his prospect's benefit upon which letters are based. He has something definite to say. Therefore he says it more quickly and easily than the man who merely has a certain time for letter-writing, without a plan.

A good sales manager can help his men organize their desk work on a more effective basis in many ways. One simple and obvious method which has been used successfully in many corporations calls for the preparation for each salesman of effective paragraphs which have proved effective in meeting standard sales objections. Such paragraphs make each letter get over a definite sales point and keep the salesman from wandering far afield.

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in the boy field

one of the influential publications is BOYS' LIFE, The Boy Scouts' Magazine. It is an out-and-out magazine for boys and is not intended to attract other than boy subscribers. If you want to reach boys whose average age is between 15 and 16 years, BOYS' LIFE circulation is almost 100% effective for your purposes.

And to give you the greatest possible coverage among boys you need all the worthwhile circulation you can get. BOYS' LIFE can supply you with a substantial clientele that can not be duplicated elsewhere. Our subscribers are the wide-awake, up-and-coming boys in every community.

FACTS ABOUT BOYS' LIFE

The only publication covering the scout field. Average age of readers, 15 to 16 years. Sold by subscription and through newsdealers. Circulation distribution is national. Advertising rate, one dollar a line. 170 lines to column — 4 cols. to page.



200 Fifth Avenue New York, N. Y. 37 S. Wabash Ave. Chicago, Ill.

Union Bank Bldg. Los Angeles, Cal.

Little Schoolmaster's The Classroom

N the South Side in Chicago, in a district that twenty years or so ago was the habitat of the wealthy and the elite, there is today what is known as the "Black Belt." Here dwell close to three hundred thousand negroes. Most of these went there from the South, lured on by reports of plenty of jobs, big wages and equal opportunity.

You can walk for blocks through this district and seldom see a white face, and almost never encounter a store or any other business enterprise that is not conducted by colored men or women. It is a section of, by and for

negroes.

An advertising agency friend of the Schoolmaster's, while scouting around through the business section of the Black Belt making a merchandising survey recently, discovered a little hole-in-the-wall druggist-a white man-who had

a real story to tell,

This druggist is making around \$25,000 a year net profit, in addition to a modest salary which he allows himself as a part of his store's overhead. His investment cannot be more than three or four thousand dollars at the outside. One reason why he does not have more goods is that he could not possibly find space for them in his diminutive store. Another, and the really important reason is, that he prefers to let the Chicago wholesale druggists carry his stock for him.

The causes of his success, after a very modest start with barely enough money to make the necessary cash payment on his operating stock, are significant and this is why the Schoolmaster is telling the story here.

In the first place his stock turns at a rate to remind one of a lively

grocery store.

The second reason-and here is the cause for the rapid turnoveris that his stock is not selected along cut and dried conventional

lines, but is based specifically and absolutely upon the requirements

of his customers.

Negroes, he discovered in the course of his study of his selling possibilities, are better customers for ice cream and confections than any other class of people. For this reason he gave special attention to the ice cream cone business. stocking the best cones obtainable and a high grade of ice cream. Last year he sold thirty thousand ice cream cones. This year, using some special advertising matter, he expects to sell fifty thousand cones. Fifty thousand visits to ·his store by cone purchasers will result in much miscellaneous selling, of course.

About one-fourth of his visible stock is made up of cosmetics, perfumes and highly scented toilet soaps. The colored ladies, it seems, are devoted to the lip stick. They do not feel properly dressed unless their cheek bones are ornamented with that healthful and youthful glow produced by rouge. Face powder? Certainly. Much of it.

But does this canny druggist feature goods along this line supposed to be adapted especially to ladies with dusky skins? He does not. He offers them the advertised articles that white women use. And in so doing he shows not only an intimate acquaintance with his trade but a profound knowledge of human nature as it exists in our colored brothers and

sisters.

"The negro," he told the Schoolmaster's friend, "is class conscious, If a colored woman is offered a face powder or some other toilet article made especially, or supposed to be made, for women of her race, the difference between her and the white woman is thus emphasized. It is a delicate compliment to her when she can buy in a negro neighborhood exactly the same kind of merchandise that would be offered a white woman. I run this store for negro trade.

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Tell Your Story to Thousands with a Flexlume Electric Sign

FLEXLUME Electric Signs on your dealers' stores dominate the store-front; they tell your story to thousands day and night, they "tie" your advertising right to the place your product is sold.

Flexlumes always suggest quality because they are built on a quality basis—quality in design, construction and material. They are the result of more than ten years experience building signs that sell, and back of every Flexlume is a service organization which is more than nation wide.

Let us send you a sketch showing a Flextume for your business

FLEXLUME CORPORATION
1040 Military Rd. BUFFALO, N.Y.



More People Read Pictures

THREE people will read pictures to one who will read type.

Tell your direct advertising story in Pictorial Printing and more people will respond.

Our booklet explains it

ART GRAVURE CORPORATION

GRAVURE Pictorial Printing

NEW YORK CLEVELAND 400 WEST 31" ST. PLAIN DEALER BLDG.

EVENINE

Los Angeles, Cal. Gained 7,249

Daily Average Circulation

Sworn Government Statement, Six Months Ending March 31, 1923, 166,300 Daily. Six Months Ending March 31, 1924, 173,549 Daily. Increase in Daily Average Circulation, 7,249.

It Covers the Field Completely

REPRESENTATIVES: H. W. Moloney, 604 Times Bidg., New York Q. Legan Payne Co., 401 Tower Bidg., 6 Marth Michigan Avs., Chicago.

Morth Michigan Ave., Chicago.

A. J. Norris Hill, 710 Hearst Bidg., San Francisco, Calif.

Only semi-occasionally does a white person drift in here. But, so far as my negro customers are able to see, this is a white man's stock."

. Buying merchandise with the turnover principle always in view, doing the kind of advertising the neighborhood requires, knowing one's customers and then showing respect for them by stocking merchandise that will appeal to their pride and susceptibilities as well as fill their needs-these things sum up the Chicago druggist's success. The word "success" here is a relative term, and must be considered in the light of the conditions with which the druggist is surrounded, But wherein do the principles involved differ from those having to do with the success of any business enterprise? The Schoolmaster believes manufacturers would do well if they would ponder upon this story of the Black Belt druggist and impress his methods upon their customers.

Edward B. Butler, chairman of the board of Butler Brothers, made an observation to the Schoolmaster recently that ought to be of value to any members of the Class who are selling, or are trying to sell goods. "Do you know," remarked Mr.

"Do you know," remarked Mr. Butler, "that many persons—I am almost tempted to say most persons—have absolutely no conception of what it means to be busy?

"A salesman who had been negotiating a certain business transaction with me called the other
day and asked if he might see me.
My secretary told him I was extremely busy, and that he had
better return next day. He insisted that he only wanted to say
a dozen words or so and asked
for only a minute of my time.
The secretary told him he couldn't
have even a minute. The salesman
went away considerably peeved,
after making some remark to the
effect that no man possibly could
be so busy that he could not spare
a minute. As a matter of fact I
was engaged that afternoon on

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AMERICANS ALL!

HOW better may we cultivate American ideals than by turning to the lives and thoughts and deeds of the men who helped to make America?

For some years the John Hancock Mutual Life Insurance Company has published the stories of great American leaders in a series of interesting and instructive booklets which have gone to all parts of the country. They have found their way into the schools, the homes of the people, and the offices of business men.

Here are some of the great men whose lives are told in this series of booklets. YOU may be interested in reading them.

George Washington

First President of the United States, whose military skill and leadership won Independence for America.

Samuel Adams

Whose eloquence and vision inspired the American colonies to declare their Independence.

Benjamin Franklin

One of the wisest in the early history of our country, serving America at home and abroad in many remarkable ways.

Thomas Jefferson

Who drafted the Declaration of Independence and was afterwards President of the United States.

John Hancock

Courageous revolutionary patriot, who dared to be the first signer of the Declaration of Independence.

Alexander Hamilton

Whose constructive genius fixed for all time the foundations upon which the structure of the government rests.

Abraham Lincoln

Who saved the Union and sacrificed his life in preserving this country for its great future.

Theodore Roosevelt

Beloved and militant leader of later days.

Copies of any or all of these booklets will be mailed free upon request.

LIFE INSURANCE COMPANY
OF BOSTON, MASSACHUSETTS

OF BOSTON, MASSACHUSETTS

197 Clarendon Street, Boston, Massachusetts

Over sixty years in business. Now insuring One Billion. 850 Million Dollars in Policies on 3.300,000 Lives

FINE OLD Trade Publishing Business

doing about \$90,000 annually, can be bought to settle an estate. Limitations occasioned by old owner's long period of illness caused profits to diminish to the vanishing point. There are able men in the organization who can be held if desired. Circulation A. B. C. audit. Excellent opportunity for an aggressive publisher who knows how to build up an old property, upon good, old, foundation. Price \$75,000, of which \$25,000 must be cash, five years on balance. Address "L." Box 209, care of Printers' Ink

American Sumberman

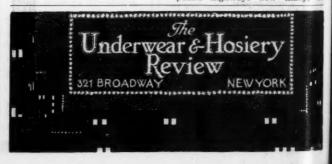
offers advertisers lowest rate per hundred. Investigate! some vital matters that could not be postponed. If I had allowed myself to be interrupted for even a minute my thoughts would have been diverted and perhaps the net result would have been the loss of half an hour or so of precious time. When salesmen learn what it means to be really busy and not to have even a minute to spare at certain periods they will know something highly valuable in the art of approaching and selling hard prospects."

Mr. Butler is right. There are many ostensibly honest gentlemen who would scorn to put your lead pencil in their pockets and never would forget to return your umbrella. They even hand you back your box of matches after asking for a light. But when it comes to helping themselves to your time—the thing you have to utilize in building your business or holding your job—they are utterly without scruple.

Mr. Shakespeare made a remark to the effect, "He who steals my purse steals trash; but he who filcheth me of my good name leaves me poor indeed." Evidently time was not so highly valuable in those days, or the Schoolmaster believes it would have been worked into the comparison some way.

An interesting selling phenomenon—if it can be called that—is pointed out to the Schoolmaster by Edward S. Jordan, automobile manufacturer.

Of all the hundreds of thousands of automobiles that congest the city streets and crowd the public highways how many, do



To MANUFACTURERS

FASSETT & JOHNSON offer a complete Marketing, Selling and Distributing Organisation of many years' reputation and standing in

GREAT BRITAIN AUSTRALIA NEW ZEALAND SOUTH AFRICA IRISH FREE STATE

FASSETT & JOHNSON specialise in the Marketing of Proprietaries and Branded Goods in the above Territories.

FASSETT & JOHNSON

LIMITED

86, CLERKENWELL RD., LONDON, E.C.1. ENG.

Irish Free State: 2, BERESFORD PLACE, DUBLIN.

Australas a: 233, CLARENCE ST., SYDNEY, N.S.W.

Sou h Africa: 15, BREE ST., CAPE TOWN.

Represented in India and also in European Countries.

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PREMIUM SERVICE and PREMIUMS

—We save you all the overhead expense, all your investment in premiums and all the worry and bother of buying, handling and distributing.

—Our business isn't identified with either co-operative coupons or trading stamps. Our pairons retain their identity; the premiums are theirs, the estalogs or leaflets are theirs, and the coupons are theirs; we are simply their premium department.

-Let us send you our booklets explaining everything in detail.

THE PREMIUM SERVICE CO., Inc. 199 Franklin Street New York

TWICE A WEEK BOYS put Shopping News into 200,000 homes in greater Cleveland and towns within a thirtymile radius.

They do this in an average time of three hours.

Similar distributions will be made for high-class national advertisers at a reasonable charge. For details write

CLEVELAND SHOPPING NEWS 626 Huron Road Cleveland



Charles W. North ~ Associate

2403 Grand Central Terminal, N.Y.-Tel. Van. 8673

members of the Class suppose, represent actual sales made by the manufacturer to the dealer and by the dealer to the user? Mr. Jordan has been thinking over the topic considerably of late and has discovered the public is selling more cars today than are the dealers. This means that the public sells old cars to the dealers as part payment on new ones. In a sense the dealers are simply buying back cars that have been used by the public and are simply purchasing new cars from the factory as a means of financing such transactions. Any number of automobile retailers are actually engaged in the business of purchasing secondhand cars for resale to the public, and this they do under the mistaken impression that they are firsthand dealers in new cars.

Mr. Jordan suggests that the remedy for this condition is strictly up to the manufacturer. In the first place he should not build any more automobiles than the dealer can sell profitably. And then he should encourage the dealer not to attempt to order more cars than can be profitably handled and never take in a secondhand car unless he has good reason to believe it can be sold at a profit. It is pretty safe to say that only the occasional retailer has ever stopped long enough to regard himself in any such light. All of which goes to show that it pays once in a while for one to tarry a bit in the race to fame and fortune and to ascertain if he is on the right track. Many a business has rushed along under an impetus that surely would have got it somewhere had it not unfortunately headed up a blind alley.

On a recent trip to the Yankee stadium to see the Babe crash one over the fence (which, incidentally, he seems always to do either the day before or the day after the Schoolmaster is present)

"GIBBONS Knows CANADA"

TOPONTO

MONTREAL

WINNIPE

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A happy place for a clever Account Executive

A fellow who can meet important clients face to face—and in addition, write good copy behind their back.

The right man will have an important place in an agency that is well rated, well thought of, and fully recognized.

Write fully—and send specimens of copy and plans—we'll take good care of them.

Address "H," Box 206, care of Printers' Ink, with full particulars and idea of compensation.

Copy and Promotion **Expert Seeks Work** On Part Time Basis

Seasoned advertising and promotion man, university graduate; business history includes big work with advertisers, agency and newspaper. Present plans enable him to give exceptional service to a reputable advertiser, agency or publication on a part-time basis.

Copy, direct-mail pla promotion and publicity. plans, sales

New York City, Address

"W," Box 61, Care Printers' Ink

Binders for Printers' Ink \$1.00 Each. Postpaid

PRINTERS' INK binders will hold PRINTERS' INK binders will hold an average of ten copies each. Figure five binders for a years' copies. Each issue, as received, can be securely fastened in the binder, by a very simple arrangement, and will open like a book with all inside margins fully visible.

Made of heavy book board, insuring durability. Covered with Interlaken Book Cloth; lettered in gold.

PRINTERS' INK PUBLISHING CO. 185 Madison Avenue, New York

DO YOU WANT AN **EXPERIENCED COPY-MAN?**

We are in a most peculiar fix. Our copy-man has outgrown his job. His future here is limited. His loyalty and unquestioned ability demand far greater scope.

To be fair, we would like to see him placed in a position suited to his varied talents,

CAN YOU USE HIS SERVICES? CHARLES LERNER & SONS Lerner Building Jersey City

To Publishers:

man thoroughly experienced in maga A man thoroughly experienced in maga-sine advertising and with experience in newspaper advertising would like to rep-resent a first class publication in the East, assume the advertising management of an Eastern publication, or will join the staff of a high-class New York concern. Over ten years with last employer. Re-markable references. Address "F." Box 204, Printers' Ink. the Schoolmaster was interested to see an example of merchandis. ing skill from such an unexpected source that he feels that he should pass it on to the Class.

A number of boys were standing outside the stadium selling little automatic score cards for which they were asking only a The Schoolmaster was nickel. not particularly interested until he was stopped suddenly by a juvenile salesman who had evidently surveyed the competition, seen that while competition may be the life of trade it is often tough on the competitors and decided that something was needed to speed up score-card sales.

Instead of offering just a scorecard at a nickel he was crying, "Get a snappy score-card AND a complete schedule of all the New York teams for the season,"

The Schoolmaster bought and found that the schedule was complete enough, but was evidently some advertising material prepared by a Bronx merchant which had cost the little salesman noth-For a few minutes the Schoolmaster risked his chances of getting a good seat to watch the boy sell and is able to report that this one boy was outselling his competitors about four to one.

It was an interesting example of selling plus that could well be followed in the sale of products a lot more important than score-The Schoolmaster wonders if perhaps the boy wasn't getting paid on the side for distributing the schedules for the merchant. At least he hopes so.

FOR \$15.00 CASH

An inch Display Advertisement can be in-serted one time in 70 New York State, 39 New Jersey, 35 Pennayivania, and 9 Connecticut Country weekly newspapers. You may reach millions through se-called National Circulation mediums, but for closs intensive circulation try the rural spapers and your results will be greater. Other lists also

THE MESSENGER of SMITHTOWN Smithtown Branch, Long Island

New York

TERING and DECOR RALPH E. DEINING

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Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost fifty-five cents a line for each insertion. No order accepted for less than two dollars and seventy-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

Printing Machinery and Supplies

New or Pre-Used Printers' Complete Outfitters Conner, Fendler & Co., New York City

Printers-An exceptional opportunity to procure a 37 x 52 good, substantial two revolution press at a bargain, awaits you. Immediate removal necessary. Phone 3970 Beekman.

LINOTYPER with three machines and assortment of type faces desires to combine with live Publisher, Printer or Monotyper or space with same. Address Box 688, care Printers' Ink.

Clear your Canadian classified advertising through

THE CANADIAN CLASSIFIED CLEARING CO. TORONTO, CANADA

Free directory on request.

IN "MAKING" PHILADELPHIA

every other day, my New York clients in the art, engraving and advertising fields can keep in close personal touch with their work in both cities. I can with their work in both cities 1 still transact the intercity business of one more account, perhaps a printer or publisher. Box 696, Printers' Ink.

UNLIMITED POSSIBILITIES WOMAN'S MAGAZINE

Three-fold income subscriptions, patterns income—subscriptions, advertisements, patterns; laready well established. Highly rated by advertisers and fashion authorities; capital desired for expansion; man with vision and a minimum of \$15,000 can get in on ground floor. Box 690, Printers' Ink.

Live weekly newspaper and good job plant: thriving, hospitable growing Southern town, fourteen thousand, in famous Piedmont Section; small afternoon daily and one-man job shop only competition in wide-awake manufacturing and agricultural county, thirty-six thousand people. Splendid opportunity for capable man with experience and cash. Bad health reason consider selling. Address "Opportunity," Box 710, Printers' Ink.

CAPITAL TO INVEST

Somewhere there is a publisher who, because of insufficient capital, is unable to

cause or misumetern capital, is unable to seize a real opportunity to strengthen his position by the purchase of a magazine in an allied field.

To such a publisher, a Yale graduate, with both capital and publishing experience, offers what he believes to be a solution to the problem. Box 712, P. I.

I have a first-class mail-order book proposition. Book of the highest class and of almost universal appeal. Actually out and selling. Need additional capital to make the most of a good thing. Box 715, Printers' Ink.

HELP WANTED

Want High-class Representative who has entry to large houses and ability to sell lithography for large established lithographing corporation. Salary no object to right party. Box 695, P. I.

Business paper in apparel field needs a good advertising solicitor. A man who is willing to hustle can make good money. Liberal commission with drawing account. N. Y. City territory. Box 699, P. I.

Experienced Advertising Salesman to travel and sell high-class newspaper advertising service to banks. Real salesmen earn \$150.00 weekly up. Western Advertisers Ass'n, 1122 Harney Street, Omaha, Nebraska,

TO MEN OF CHARACTER AND ABILITY AND ASPIRATION ONLY.

I am the salesmanager of what I believe to the best financial and industrial house in the world.

My company has instructed me to train a few men so that they can not only sell at present our high grade original and unusual issues but so that in a short time they will be equipped to take important executive positions in the organization.

I have agreed to give these men the benefit of my thirty years' experience, show them how to earn more money than they have heretofore made—and in return for which they must give me 100 per cent. of their time, energy and determination.

Every man can be his own boss, earn every cent of commission he is entitled to, receive a training that cannot be bought for thousands of dollars, and have an opportunity to be a big executive with an assured future—IF IT IS IN HIM.

The last five words are the meat in The last hve words are the meat in the nut; don't answer unless you believe in your ability to make good in a ten thousand dollar job. I have no time to waste on has-beens or idle dreamers. The usual stock or insurance men not wanted. I want real business men. Tell me in first letter your age, your experience and your ambition. Confidential of course. Box 230, Times Square P. O.,

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Sign Salesman

Territory open for a fine line of advertising signs and displays. Handsome returns assured. State experience. Address Box 692, Printers' Ink.

Salesman-Photo-Engraving-To an ex-perienced man with established clientele. we offer a most desirable opportunity. Box 693, Printers' Ink.

Artist, for art department of high-class advertising agency. An all-round man capable of making good pencil layouts and finishes, including lettering, figures, etc. Advertising agency experience desirable. Write, stating briefly experience and salary expected. Box 716, Printers' Ink. ary expected.

COPY WRITER

Unusual opening in New England agency Unusual opening in New England agency for experienced and successful writer. Must qualify at high-class booklet work, as well as more general lines; originate practical ideas, and give real service to diversified 'clients. Prefer man around 30, college trained. Salary will be commensurate with ability—and we are interested only in a high calibre man. Box 694, Printers' Ink.

Advertising Man

Furniture and house furnishings. High-grade, all-round man, who is also something of a merchandiser. For further particulars and interview by appointment, address, in confidence, "Furniture," care of Danielson Advertising Agency, Providence, R. I.

DISTRICT SALES MANAGER-Internationally known, long established, suc-cessful manufacturer marketing a product extensively used by manufacturers and retailers, with continued repeat orders retailers, with continued repeat of desires district sales managers for South, Middle West and Western territories. Permanent connection with liberal earnings (commission). Ability is essential. If you have capital to carry yourself over period of establishment, communicate with Fred'k U. Dodge, 487 Orange Street, Newark, N. J.

HIGH-GRADE ADVERTISING MAN

We have a good position for a man to sell advertising plans to local advertisers in Detroit. Applicant should be about 35 years of age and know a good deal about advertising of all kinds and about about advertising of all kinds and about business generally. A thorough knowl-edge of retail and department store conditions is particularly desirable. This opportunity offers a permanent connection with a prosperous institution, pleasant and congenial surroundings and

pleasant and congenial surroundings and a most attractive future. We want a man who is alert, industrious and dependable with plenty of "fight" in his system. In answering please give in detail all previous business experiences, salary expected, age, references and any other information of interest or value to us. Box 689, Printers' Ink. Old-established, leading trade paper in New York has openings for local advertising representation in the following cities:

Boston Cleveland Cincinnati

St. Louis Liberal commission and full co-operation as to prospects and leads. Address Box 700, Printers' Ink.

SPACE SALESMAN

One who is between the ages of 25 and 35—young enough to be enthusiastic ambitious, energetic and a hustler-old enough to have had ground-work experi-

ence in advertising and selling space.

One who knows the building field preferred.

The opportunity—New York territory for a rapidly growing business paper— is better than usual and worth the ef-forts of a real salesman who wants more than just a salary for a future. State experience, qualifications and salary. Box 708, Printers' Ink, Chicago Office.

POSITIONS WANTED

Advertising Writer with a reputation, in advertising service work in magazines, department stores and for private Reply at accounts, ready for new work. once. Box 714, Printers' Ink.

Advertising Copy Writer—Direct mail copy man; successful record with large publishing houses. Highest references. College training; age 30; Christian. \$2,800 to begin. Box 711, Printers' Ink

Idea Man and Copy Writer Seven years' experience in plan. layout and copy. Also contact work. Age 34. Salary, \$3,600. Box 703, Printers' Ink.

FREE-LANCE ARTIST
AND LETTERER
Ten years' advertising experience open for few extra accounts, Prompt service. Box 704, Printers' Ink.

N. Y. ADV. WRITER

8 years copy chief big agencies. Quality free lance service for mfrs., printers, agencies. Box 698, Printers' Ink.

House-Organ Editor-woman, 30, uni versity trained, capable organizer and executive, experienced in department-store and manufacturing publicity—open for permanent position as Editor House Magazine. \$50.00. Box 705, P. I.

MAILING AND MULTIGRAPH EXPERT Young man, thoroughly familiar and competent, with 8 years' experience as manager of mailing, addressing, multigraphing, desires connection. Address Box 707, Printers' Ink.

SALES CORRESPONDENT

Young man, 28, capable sales correspondent. Experienced supervisor correspondence department. Wants position spondence department. Wants posales promotion or advertising or partment, manufacturer merchandising through trade. Temple University and La Salle Extension University training. Ten years' experience. Employed, but available promptly. Prefer vicinity Phila-delphia. Box 709, Printers' Ink.

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hut PhilaADVERTISING SALESMAN—Experienced, reliable worker; successful record; wide acquaintance New York and Eastern advertisers and agencies, now opensee's opportunity and permanence. Good man for first-class, recognized medium, any field; best references. Box 706, P. I.

NEW YORK ART DIRECTOR

wins important clients by practical ideas. Can raise your art department to highest metropolitan standards and reduce costs. His artistic reputation an asset to any firm. Go anywhere. \$5,200. P. O. Box 335, Boynton, Florida.

PROVED RESULTS

Advertising manager or assistant. Plan, copy, layout, production. Direct-by-mail and general advertising. Resultful correspondent. Office organization. Age 26. University education. Moderate salary. A proved business-getter and ceaseless worker. Box 713, Printers' Ink.

I'D BE ASHAMED to ask for a new job if my present work as asst. advertising mgr. of one of the squarest industries in the East didn't qualify me for broader activities in publicity and sales promotion. Now, at 35, I'm ready to step up. How long a step may I take with your organization, Mr. Executive? Box 697, Printers' Ink.

MORE ADVERTISING CLASS MAGAZINE

Some class or trade magazines carry five or ten pages of advertising and deserve thirty to 100 pages per issue. Will contract to increase advertising for such a publication—and will possibly purchase an interest. Box 687, P. I.

Your advertising right hand

If you are a manufacturer, and if you advertise or contemplate advertising, you can use a man who has been through the mill as secretary of a large manufacturing corporation, then ten years in advertising—such a man knows how you want things done and can take advertising details off your shoulders. Will locate anywhere. Unexceptional references as to character and skill Address Bay 702. P. I. where. Unexceptional references as to character and skill. Address Box 702, P. I.

Writing It Selling It

Man of mature years, successful in meeting owners and managers of businesses, ing owners and managers of businesses, seeks position with printer or agency as planner, writer and seller of advertising. Many years of experience in actual business, salesmanship and copy writing. Basis: \$75 drawing account against 6% commission. Highest New York and Chicago references. Will go to any part of United States. Address Box 701, P. I.

II WE CONNECT THE WIRES II

S ALES AND MARKET-ING EXECUTIVE. Now employed, but immediately available. Fifteen years' merchandising, advertising and selling experience. Excellent references. Knows manufacturreferences. Knows manufactur-ing, selling, retail and wholesale problems. His plan, used by large wholesale house, increased sales \$19,000,000, Recently com-pleted six months' investigation trip throughout United States. Age 39, married, college grad-usts. Our No. 178-E.

FERNALD'S EXCHANGE, INC. THIRD NAT'L B'LD'S., SPRINGFIELD, MASS.

Business Executive

18 years' experience in general butiness organization, sales pro-motion and advertising at liberty June 1st—desires connection with June 1st—desires connection with did, established house or will undertake development of new project providing idea is sound and properly financed. Address "E. M.," P. O. Box 44, Grand Central Station, New York.

BINDERS FOR PRINTERS' INK

\$1.00 Each, Postpaid

PRINTERS' INK binders will hold an average of ten copies each. Figure five binders for a year's copies. Each issue, as received, can be securely fastened in the binder, by a very simple arrangement, and will open like a book, with all inside margins fully visible.

Made of heavy book board, insuring durability. Covered with Interlaken Book Cloth; lettered in gold.

Printers' Ink Publishing Co. 185 Madison Ave. New York

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Quick action for your BOSTON Advertising

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IN 1923 the Herald-Traveler carried thousands of lines more national display advertising of miscellaneous articles than any other Boston newspaper. Last year the Herald-Traveler's volume of this class of advertising was almost double that carried by its nearest Boston competitor in the six-

day field. Why?

The reason is found in the Herald-Traveler's exceptional pulling power. Daily the Herald-Traveler reaches the most responsive section of the Boston market. The advertiser of specialties knows that his message in the Herald-Traveler brings immediate and satisfying returns. The advertisers of other miscellaneous products recognize the fact that Herald-Traveler readers respond, profitably, to the mere appeal of the printed word.

If you seek quick action for your Boston campaign, by all means include the Herald-Traveler in your schedule. No other Boston newspaper covers the field reached by the Herald-Traveler. No other Boston newspaper offers you so important a market.

"The Road to Boston" and "Mistress Boston Goes to School" are two valuable booklets that explain the Boston advertising situation in detail. Both should be in the hands of every thoughtful advertiser. Both will be sent you, gratis, upon request on your business stationery.



BOSTON HERALD-TRAVELER

pl sted

Chicago Tribune Sells Oriental Rugs



Chicago Tribune, Display Advertising Dept., Chicago, Ill.

Dear Sirs:-

We have advertised our oriental rugs in your paper almost exclusively for more than a year.

We think you will be glad to know, as we are to tell you, that results have been away beyond our hopes.

This year, because of the results we know we will get, we are going to use double the amount of space we used last year.

Very appreciatively yours,

HOVSEP NAHIGIAN. Incorporated.

The Chicago Tribune